report

ADI Limited
Engineering, Planning
Management Consulting, Surveying.

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Final Report

Georgian Bay Islands National Park
1991 Visitor Use Survey

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SECTION 1

BACKGROUND & STUDY METHODOLOGY

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BACKGROUND & STUDY METHODOLOGY

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SECTION 1

BACKGROUND & STUDY METHODOLOGY

1.0 STUDY OVERVIEW

In recognition of the need to develop a comprehensive long range management plan for Georgian Bay Islands National Park (GBINP), the Ontario Region of the Canadian Parks Service has initiated several data collection exercises in order to assemble preliminary data.

The management plan is intended to define the Park's strategic objectives and the relationship of Georgian Bay Islands National Park to the park system. The plan will also form the basis of a future capital plan, a visitor activity/planning framework, and the foundation for marketing activities.

The successful development of the plan is dependent upon many factors, including the collection and analysis of relevant information. Since existing studies do not, for the most park, contain the information needed by the Parks Service to complete the management plan, several supporting studies are necessary.

This project, a Visitor Use Study of GBINP, represents one such initiative. The 1991 Visitor Use Study is a follow-up to the 1990 Visitor Observation Study. While the 1990 study identified the scale and pattern of park use using an observation method, this study employed a survey questionnaire to obtain a detailed visitor profile.

The 1991 Georgian Bay Island Visitor Use was undertaken for three purposes:

- to develop a profile of basic visitor and trip characteristics suitable for use in market, impact and demand analysis.
- to determine the level of use and relative importance to the visitor of the full range of facilities, services and programs.
- to assess the level of satisfaction with and expectations regarding key facilities, services and programs related to visitor activities/services function.

Originally, a specific objective of the study was to obtain visitor information for each of six different visitor groups. However, this objective has modified slightly during the course of the survey. This modification will be discussed further in the next section.

ADI Limited is pleased to present this report, which summarizes and analyses the results of the 1991 GBINP Visitor Use Study. The survey questionnaire was well-received by highly motivated Park visitors, and thus the final results provide Park staff with an abundance of precise and relevant data upon which to base future management decisions.

2.0 SURVEY METHODOLOGY

2.1 Introduction

Conducting surveys in Georgian Bay Islands National Park is certainly a challenging task. The Park has no visibly defined boundaries; in fact, many visitors do not even know they are in a National Park. Because the Park is island-based, visits must be made by boat, and surveying specific visitor group sometimes involves visiting each boat anchored out in the water individually.

GBINP is also unique in its registration method. Visitors using the dock must self-register, but visitors on boats moored out near the Park site can wade ashore or use a small boat to get ashore. Thus, registered and non-registered boaters mingle on the island. Also, boats may choose to register one day, and not register the next. Predictably, this makes a survey of visitors more complicated, especially when visitor types is a major focus of the survey.

In addition to the inherent problems mentioned above, this survey also ran into two other major obstacles; first, the Canadian Postal Strike, which rendered the mailback portion of the survey useless; followed by the Canadian Public Service Strike, which closed the Park for a portion of the time scheduled for surveying, and forced a revised schedule.

In light of these difficulties, it is no surprise that the survey methodology required some revisions. Throughout it all, the project team was able to devise solutions and implement prompt and effective procedure changes.

In addition to the final survey results and analysis presented in this report, the project was also useful in highlighting the unique requirements for future surveys in GBINP.

2.2 Designing the Survey Questionnaire

The questionnaire was designed based on the format supplied in the Request for Proposals. The initial design standards called for a separate questionnaire for each of the six identified user groups to be surveyed. However, this was felt to be an unnecessarily complex step. Instead, the methodology was modified so that only two survey questionnaires were needed; one for mainland office visitors, and one for visitors to the island-based portion of the Park.

Condensing the questionnaire was the other major modification during this stage of the survey. The original content of the questionnaire would have placed enormous time burden on respondents, and thus probably limited the response. In order to keep the questionnaire as concise as possible, some questions were deleted based on discussions with Park staff. The final questions included in the questionnaire represented a compromise between keeping the time of response to a reasonable level and obtaining the detailed answers that Park staff felt were necessary from the survey.

There is no doubt that the questionnaire was long and involved, but it was felt that most respondents would be motivated to complete it. While conducting the 1990 GBINP Visitor Observation Study, we found that visitors felt a strong loyalty to the Park, and were anxious for their opinions to be heard.

The final design of the questionnaire encompassed a user-friendly layout. The flow of questions was logical and coherent, and most questions could be answered by checking an option box. Copies of the survey can be found in the Appendix portion of this report.

2.3 Pre-test

A pre-test was conducted at Georgian Bay Islands National Park on Saturday, May 18, in order to detect any possible problems with the survey questionnaire and the survey methodology. In addition, the survey crew was able to familiarize themselves with most aspects of the survey. Finally, the questionnaire itself was put to the test, as respondents were asked for their feedback upon returning the completed questionnaire.

The pre-test sample included 56 respondents. One finding of the pre-test would prove to have a radical effect of the survey methodology. Of the 56 respondents, over half commented that the survey was extremely long, and they were glad they only had to fill it out once. However, the original methodology was based on sampling of visitor-trips, not visitors. Thus, repeat visitors would probably be sampled more than once during the summer. We asked respondents if they would be willing to fill out the questionnaire more than once during the summer, and the answer was a resounding 'no'.

We were aware that GBINP has a high incidence of repeat visitation. Thus the original methodology was bound to meet with increasingly low response rates as the survey progressed. It was also possible that respondents might become annoyed at a request to fill out more than one of the survey questionnaires.

In light of this information, the focus of the methodology was changed as follows:

> Original methodology: each time a visitor comes to the Park, they have a chance to be selected to receive the survey, with no limit to the number of times they might theoretically receive the survey.
>
> Revised methodology: a visitor will receive the survey only once throughout the summer. Steps are put into place to ensure that they do not fill out a second survey.

The questionnaire was re-designed to accommodate this change. Because respondents would only receive the survey once, many of the questions were changed so that visitors were asked to answer for their typical visit to the Park, and not necessarily the visit when they received the survey. This solved the problem of respondents who received the survey on a non-typical trip; for example, if they usually swam every day during a typical trip, but receive the questionnaire during a cold spell where they did not swim at all. In this case, the respondents could still indicate their normal pattern of use.

Based on the comments from respondents of the pre-test, other minor changes were made to the questionnaire. These included re-defining some of the choices given, changing syntax to coincide with that of Park users, and a few grammatical corrections.

2.4 Survey Distribution

Initially, three methods of distribution were incorporated for sampling visitors to the Park, based on the six visitor types identified at the Park.

Method 1 : handout survey - survey universe; all non-registered visitors to the island portion of the Park. This included non-registered cruisers and non-registered day users. For this method, the survey crew would visit the Park on selected days. For each site, the crew would first boat out to the moored boats, and enquire whether they were registered at the Park. If they were not, the crew asked the visitor party to fill out a questionnaire in the language of their choice. Then they would go to the actual site on the island to find any unregistered day users, who were again asked to fill out the questionnaire. Respondents could choose to return the questionnaire in one of four ways:

- the crew kept track of which boats were handed the surveys, and returned later that day to collect it. In some cases, boats that were regular visitors would keep the survey for a few days until they ran into the survey crew again. The crew was very familiar with many of the boats in the area from previous studies at the Park. Thus, they were able to track down returned surveys from over 60% of the boats.
- respondents were informed that Park staff would also accept any completed surveys.
- return boxes were placed at Cedar Spring, so that respondents could drop completed surveys into the locked boxes at their convenience.
- mail-back envelopes were handed out to those who preferred this method. Respondents could then choose to mail the questionnaire back at no expense from anywhere in Canada. If respondents were from the U.S, they received a special envelope with U.S. postage.

This handout method was extremely successful for a number of reasons. Probably the most important was the competence of the survey crew, who were very experienced from previous survey work at the Park. Thus, they had excellent knowledge of visitor patterns at the Park, and were familiar with many regular Park visitors. As the survey progressed, they were able to go to a site and quickly assess which boats had not been surveyed.

Second, the respondents were very motivated to complete the questionnaire. They were able to talk to the survey crew and Park staff about the objectives of the survey, and it seems this human contact helped to make respondents feel that this was not just another survey, but that somebody was actually going to listen to them. Even though the questionnaire was long, the returned copies were usually dutifully filled in, up to and including the 10th page, where respondents were prompted to write down their general comments.

Because respondents were motivated, and because no respondents were asked to fill out the questionnaire twice, the response rate for this section of the survey was approximately 80%. For the unregistered cruisers, this worked out to 234 completed questionnaires returned of the 293 questionnaires handed out. For the day users, 86 completed questionnaires were returned of the 102 handed out. We consider the handout survey method to have been a resounding success.

In total, there were 21 survey days for unregistered visitors (see Figure 2.1), starting on June 29. During the month of July, it became obvious that surveying on weekdays was not an effective use of the surveyor's time, because the boats still in the Park on weekdays had usually been surveyed the previous weekend. Therefore, survey dates were concentrated on weekends, with occasional half-days devoted to weekdays. Similarly, survey days with inclement weather were dropped, because there were few, if any boats to survey, and the survey crew would have been put at increased risk by boating unnecessarily during bad conditions.

The original schedule called for only one surveyor to be on duty for those days that were not expected to be busy. However, for the safety of the surveyors, it was decided that there should always be two surveyors present in the boat.

During the month of August, it became apparent that a postal strike would probably occur sometime during the summer. Thus, the other half of the survey methodology, the mailback survey for registered visitors, was in jeopardy. At this point, it was decided that the survey crew should concentrate their efforts on handing out questionnaires to registered visitors. From August 24, the last five survey days included only registered visitors. The survey dates were originally scheduled to go into October, but were cut short due to the Civil Service Strike that closed down the Park. The last survey date was September 8th.

All surveys were collected by the survey crew and returned to ADI Limited by courier on a biweekly basis.

Method 2 : mailback survey - survey universe; all registered visitors at the Park. This included registered cruisers, semi-service campers, and semi-primitive campers. Three survey lists were compiled from the registration forms kept at the Honey Harbour office as follows:

July 14 -every 4th registration form was drawn
350 mailback surveys sent
July 31 - every 2nd registration form was drawn
397 mailback surveys sent
August 11 - every 2nd registration form was drawn
351 mailback surveys sent

While selecting the registration forms, it become apparent to the survey crew that there was a large amount of overlap between the registered and non-registered boaters. Thus, a boat that the survey crew had surveyed while they were visiting as an unregistered boat might have registered during another visit. While drawing the names from the list of registered boaters, the survey crew would come across many names that they had already surveyed. Where possible, these names were automatically dropped from the mailback list, because visitors were to be surveyed only once during the course of the summer. The survey crew also came across many duplicate names from visitors registering at different sites on different days. These duplicate names were also dropped from the list.

The registration forms were photocopied and sent by courier to ADI Limited. Names, addresses, type of visitor, and site of registration were entered into a DBase IV database. This database allowed for sorting and printing of the mailing labels. Each mailout included an introductory letter signed by the Park Superintendent, one French and one English copy of the survey, and a self-addressed business reply envelope so that respondents could mail the survey back at no charge from anywhere in Canada. Mail-back packages sent to the United States included envelopes with U.S. postage.

A program was written for this address database that would catch duplicate names or addresses in the mailing list. In this way, we attempted to lessen the chance that a visitor would receive more than one survey. If duplicate copies did slip by this safeguard, the instructions in the questionnaire asked that the respondent not fill out the second questionnaire.

During August, when it became apparent that a summer postal strike was a strong possibility, it was decided that the mailback survey method would be abandoned in favour of handout method. Starting on August 24, five survey days were devoted to sampling registered visitors (see Figure 2.1 on following page)

The response rate for this method was not as good as for the handout method for a number of reasons:

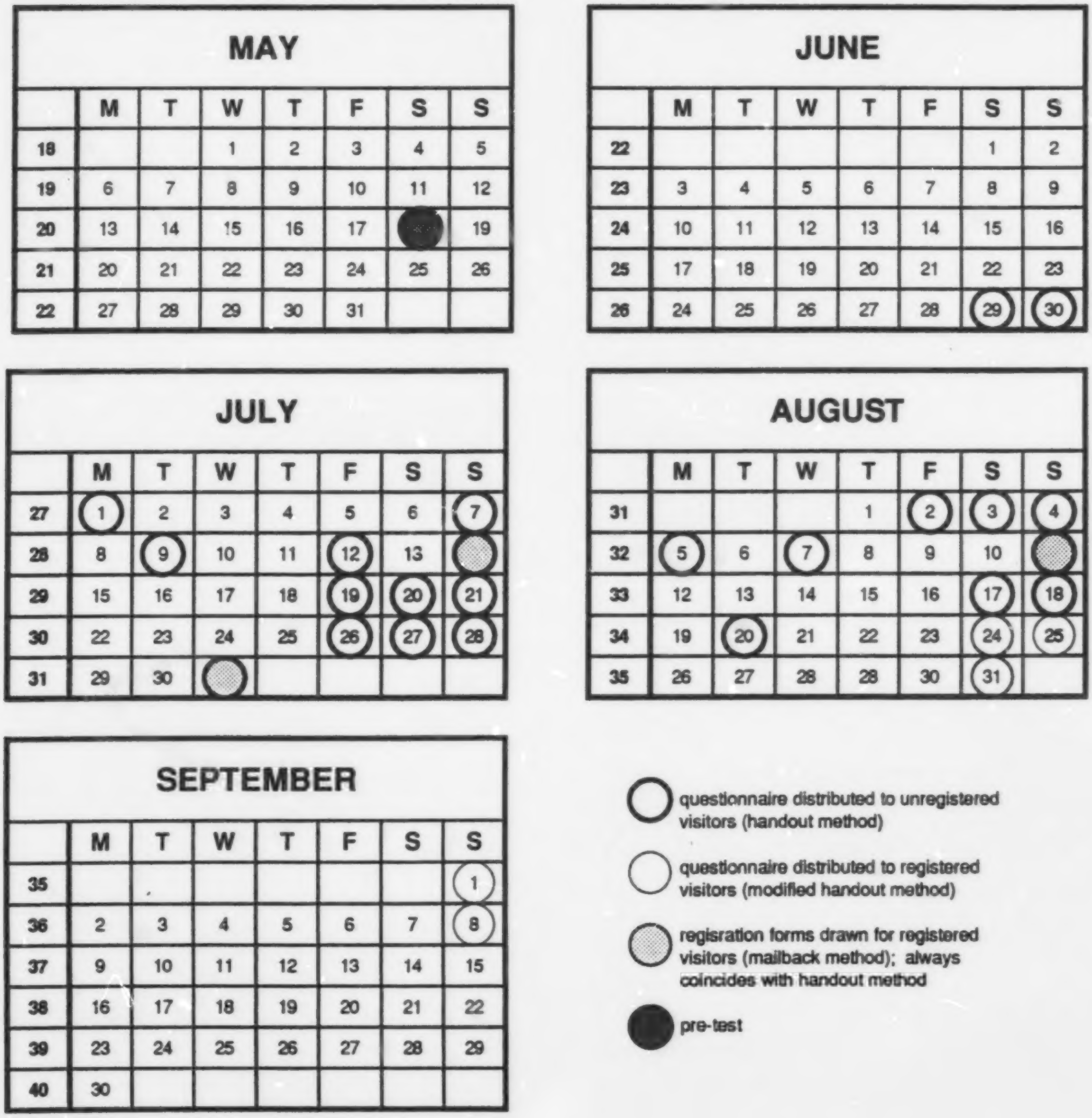
- even with the duplication checks in place, it was still likely that many respondents received a second survey. They would not have returned this second survey.
- there was up to 2 weeks lag time between when the survey crew drew the registration form and when the visitor received the survey in the mail. During this time, it is possible that the survey crew might have surveyed the same visitor as an unregistered guest, in which case the mailback questionnaire would become redundant.
- the mailback survey was not as convenient as the handout survey, where visitors were encouraged to return the survey the same day. With the mailback survey, the immediacy of the surroundings was lost, because visitors received the surveys at their home, not at the Park. In addition, the human contact was not a factor for the mailback survey.

With these factors in mind, we feel that the response rate for the handout survey was completely satisfactory. The response rates are given in the following table.

Table 2.1 : Response Rate for Registered Visitors

	Registered Visitors			
	Cruisers	Semi-Serviced Campers	Semi-Primitive Campers	Total
1st mailing	178	50	122	350
# returned	70	18	37	
% returned	39.3 %	36.0 %	30.3 %	
2nd mailing	210	85	102	397
# returned	84	26	39	
% returned	40.0 %	30.6 %	38.2 %	
3rd mailing	200	66	85	351
# returned	62	21	24	
% returned	31.0 %	31.8 %	28.2 %	
Hand-out	76	34	15	125
# returned	57	26	13	
% returned	75.0 %	76.5 %	86.7 %	
Total Mailed	664	235	324	1,223
# returned	273	91	113	477
% returned	41.1 %	38.7 %	34.9 %	

FIGURE 1 : SURVEY SCHEDULE



MAY

	M	T	W	T	F	S	S
18			1	2	3	4	5
19	6	7	8	9	10	11	12
20	13	14	15	16	17	●	19
21	20	21	22	23	24	25	26
22	27	28	29	30	31		

JUNE

	M	T	W	T	F	S	S
22						1	2
23	3	4	5	6	7	8	9
24	10	11	12	13	14	15	16
25	17	18	19	20	21	22	23
26	24	25	26	27	28	㉙	㉚

JULY

	M	T	W	T	F	S	S
27	①	2	3	4	5	6	⑦
28	8	⑨	10	11	⑫	13	▨
29	15	16	17	18	⑲	⑳	㉑
30	22	23	24	25	㉖	㉗	㉘
31	29	30	▨				

AUGUST

	M	T	W	T	F	S	S
31				1	②	③	④
32	⑤	6	⑦	8	9	10	▨
33	12	13	14	15	16	⑰	⑱
34	19	⑳	21	22	23	㉔	㉕
35	26	27	28	28	30	㉛	

SEPTEMBER

	M	T	W	T	F	S	S
35							①
36	2	3	4	5	6	7	⑧
37	9	10	11	12	13	14	15
38	16	17	18	19	20	21	22
39	23	24	25	26	27	28	29
40	30						

◯ questionnaire distributed to unregistered visitors (handout method)

○ questionnaire distributed to registered visitors (modified handout method)

▨ regisration forms drawn for registered visitors (mailback method); always coincides with handout method

● pre-test

Method 3 : Mainland survey - survey universe; visitors stopping at the Mainland GBINP Office in Honey Harbour who did not intend to visit the island-based portion of the Park. This groups was the sixth visitor type identified in the terms of reference. The mainland survey was different than the regular survey because this group was perceived to have very specific concerns that needed to be addressed. The original methodology called for every 2nd visitor of this group to receive the survey in the language of their choice.

However, from the very first day, it was apparent that this methodology was not appropriate. Many of the visitors stopping by the office were there only for a short time, and were not interested in filling out a 6 page questionnaire. A typical example would be the tourists who stop to ask for directions. Prior to the beginning of the survey, it was thought that a large percentage of visitors who stopped at the Mainland office were not aware that they needed a boat to get to the main portion of the Park, and were very upset about this. As the survey progressed, it turned out that this number was overestimated, probably because a small number of angry visitors make a vivid and lasting impression on staff, compared to the large number of quiet but satisfied visitors.

Thus, the actual Mainland survey was not of interest to the majority of visitors to the Mainland Park Office, and rightly so. The questions were not relevant to curious passers-by, or lost tourists. For the most part, the visitors who had genuine questions about the Park were perfectly happy with the little contact they had with the Park, and had no reason to answer a long questionnaire.

Thus the Mainland questionnaire garnered only 38 responses.

When all the factors are taken into account, we feel that the response rate for the survey was excellent. Towards the end of the survey dates, the survey crew were actually having a hard time finding new boats to survey. From their observations, they are confident that virtually all of the frequent visitors were surveyed, and from the results of the analysis, it is apparent that many infrequent visitors were also surveyed.

2.5 Data Analysis

A data coding scheme was designed for the survey questionnaires, and coding was done on-site at ADI Limited. The error-checking mechanism for the coding worked as follows: every 5th questionnaire was checked by a supervisor. If an error was found, it would be corrected, and the previous 4 questionnaires would also be checked for errors.

Data entry was done with Perform Pro software in an ASCII format due to the large number of fields required for the database. Programming for the data-entry screen included logic checks and range validation, and allowed for immediate correction by the data entry staff. Error checking by the supervisor followed the same 5 questionnaire method as described above.

Data was imported for use in SAS PC software for the data analysis. Frequency tabulations were run for all questions. Continuous variables were grouped into categories for more pertinent frequency tabulations, and univariate procedures were performed for all continuous variables.

It was decided to group the data into three main categories for analysis. The largest category was overnight visitors, which included all registered and non-registered visitors to the island-based portion of the Park (711 respondents). Day Users (86 respondents) and Mainland Visitors (38 respondents) were the other two categories used for analysis.

The category of overnight visitors was the only one with enough respondents to justify cross-tabulations. In this case, the cross-tabs were run for four categories: visitor type, visitor origin, frequency of visitation, and year of first visit to the Park. It was thought that these groups would be most useful for future reference.

The comments from the open-ended questions for the overnight visitor section were transcribed and printed as part of the Appendix section of this report. These comments were summarized and presented in the report.

All personal information was severed from the data coding and data entry process to protect confidentiality. Upon delivery of the final report, all completed surveys will be shredded.

2.6 Final Report

The final report is broken into five sections as follows:

Section 1 - Introduction and Survey Methodology
Section 2 - Overnight Visitors
Section 3 - Day Users
Section 4 - Mainland Visitors
Section 5 - Technical Appendices (binded under seperate cover)

Due to the large amount of information collected in the survey, the final report contains numerous charts and graphs so that the reader can easily grasp the information, and is not overwhelmed with data.

The SAS PC data files have been transferred to 3 1/2 inch high density diskettes for further use by Parks Canada. The diskettes contain the following files:

BIGD.SSD	Data files for overnight visitors (711 records)
SMALL4.SSD	Question 26 - Data files for overnight visitors
DAYDATA.SSD	Data files for day use visitors (86 records)
SMLDAY.SSD	Question 26 - Data files for day users
MAIN.SSD	Data files for mainland visitors (38 records)
FORMAT.PRG	The formatting codes used for the data sets (can be transferred to Parks computers)

The data files were compressed using the PKZIP software package, so that they would fit on a diskette.

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SECTION 2

OVERNIGHT VISITORS

1.0 INTRODUCTION

One of the original objectives of this study was to obtain visitor information for each of six different visitor types. Four of these groups can be classified under the general heading of Overnight Visitors:

- Registered Cruisers (or boaters)
- Unregistered Cruisers (or boaters)
- Semi-Primitive Campers (Registered)
- Semi-Serviced Campers (Registered)
  (referred to in this report as Cedar Spring campers)

During the course of the survey, it became apparent that, while visitors could be categorized as one of these four types at any one specific time during their visit, it was quite possible that they could be classified as another visitor type later on in that same trip, or during another trip. For example, a boat might come up to the Park on a Friday night, find no dock space available, and choose to anchor out for the night. If they were surveyed that night, they would be classified as an unregistered cruiser. The next day, they might find a dock space, and register, in which case they would be classified as a registered cruiser. If they had camping equipment with them, they might even be classified as one of the two camper groups. Thus, during any one trip, it is possible for the visitor to be classified under four different categories.

While our survey crew was able to identify that this cross-over of classification did occur, they were unable to gauge the extent of it. From their experience, the cross-over was found to be more pronounced between cruisers and between campers. It was less likely (but still possible) for the camper groups to cross-over to the boater groups and vice versa.

Because this cross-over was occurring, it was not prudent to base the bulk of the analysis on a somewhat tenuous classification. Therefore, the four visitor types were grouped into the one category of Overnight Visitor for analysis in this section. There were 711 respondents for this visitor type.

Chapter 10 of this section does show cross-tabulations by visitor type. In this case, we did not use the visitor types as listed on the questionnaire, because these referred to this visitor type only when the survey was conducted. Instead, we used the data for question #15, which asked the visitor for their main type of accommodation during their stay at GBINP. It was felt that this gave a better indication of the respondents' typical visitor type.

2.0 VISITOR PROFILE

2.1 Visitor Origin and Means of Travel to Park

The overwhelming majority of visitors to GBINP are from Central Ontario (56%), including 16% from Toronto. The local Georgian Bay Area accounted for 20% of visitors, but Honey Harbour residents made up only 0.3%. Outside of Ontario, Quebec was the only other Canadian province to account for visitors to the Park (0.9%), and foreign visitors accounted for only 2%.

Only 9% of all visitors lived within 20 km of the Park.

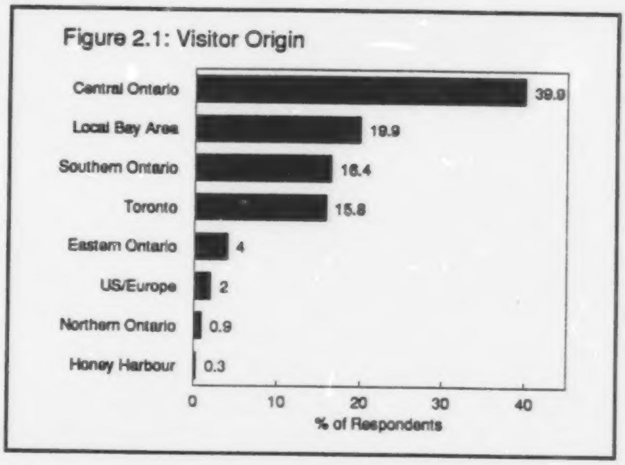


Figure 2.1: Visitor Origin

Figure 2.2 breaks down the visitor origin by city or town. While there were over 180 different cities of origin, only 20 cities had more than 10 visitor origins. Figure 2.2 lists the 12 cities with the most visitor origins. Again, it is apparent that most visitors come from either central Ontario or the local Bay area.

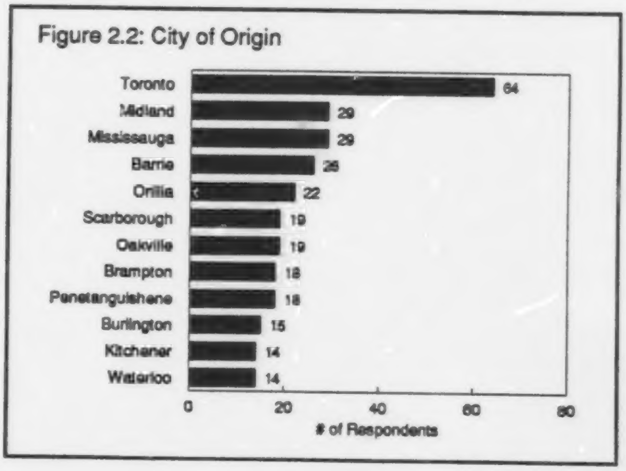


Figure 2.2: City of Origin

This concentration of visitors from the Bay area and central Ontario reflects the fact that GBINP is an island-based park, and access to the Park requires some form of marine transportation.

Thus, visitors cannot simply drive to the Park, as in most other National Parks. For those without boats, or for first time visitors, a visit to GBINP may therefore involve either more planning or more expense than visits to other parks.

Figure 2.3 illustrates this unique aspect of GBINP. There were only four methods of travelling to the Park (all by boat). Almost all visitors came by private boat, while 4% came by the water taxi service provided at Honey Harbour.

Travel to the Park by private boat can only be accomplished by starting the boat trip from a waterway that connects to Georgian Bay. The boat can either be towed by car to the waterway, or kept at a marina.

The next two figures examine the origin of these boat trips.

Figure 2.3: How did you travel to GBINP

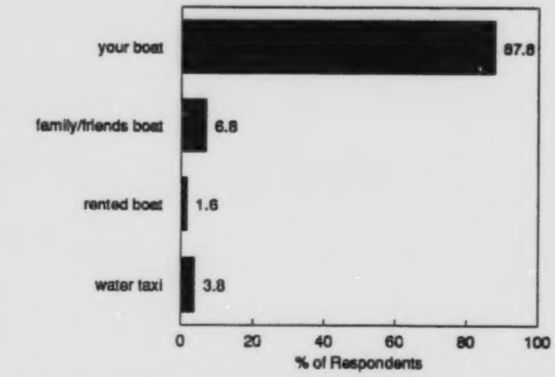


Figure 2.4 shows the town or village where the boat trip originated: Midland, Penetanguishene and Honey Harbour were the three main points of origin. Altogether, there were 55 different cites named as origin points, including 13 out-of-Ontario towns or cities.

Figure 2.4: Town/Village of boat trip origin

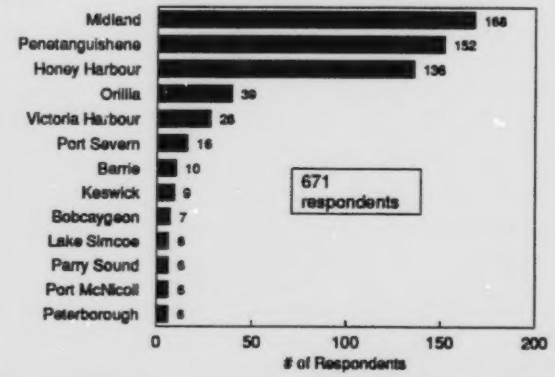
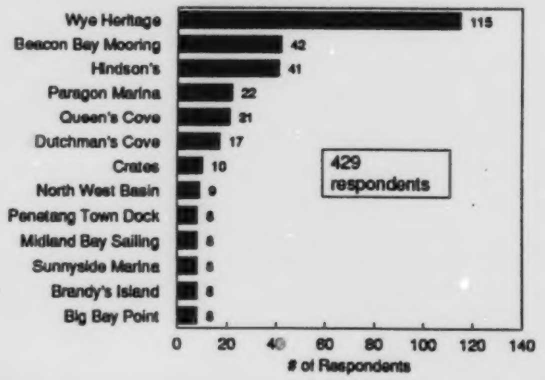


Figure 2.5 shows the marinas of boat trip origin. Wye Heritage, in Midland, was the marina most used as the point of origin. Of the 168 trips starting from Midland (see Figure 2.4), 115 started from the Wye Heritage Marina.

There were 671 respondents to the question of town origin, and only 429 respondents to the question of marina origin. This is probably due to the fact that many local boaters may not need to use a marina, as they launch their boat from their own private dock.

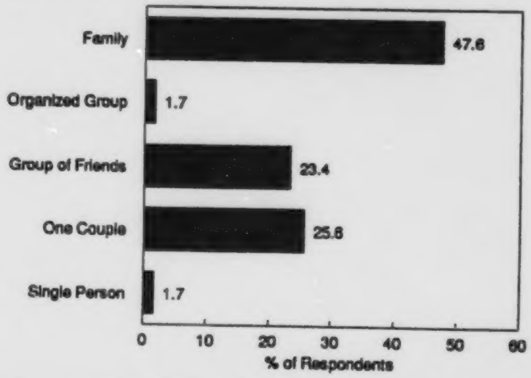
Figure 2.5: Marina of boat trip origin



2.2 Group Type and Group Size

GBINP is a good attraction for families. Almost half of the visitor groups to the Park were families. Group of friends and one couple accounted for approximately one-quarter each. Single person and organized groups made up less than 2% each.

Figure 2.6: Group Type



The average group size was 4.2 people, while the most frequent group size (mode) was 2 people. The largest group size was 28 people. Exhibit 2.7 clusters the group sizes. More than half of all visitor parties had a group size of 3-5 people. However, a small but significant portion (over 5%) of visitor parties had group sizes greater than 10 people.

Figure 2.7: Number of People in Group

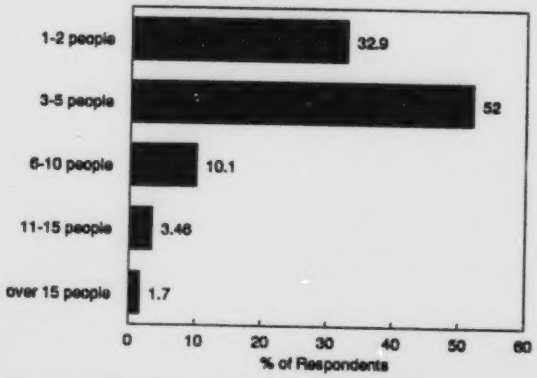


Table 2.1 shows the age and sex breakdown of visitor groups. The 706 respondents to the question of group size comprised 2936 people, split almost equally between males (51.6%) and females (48.4%).

The largest age group was 36-49 years (34.5%). The age groups between 50-64 years and 11 years or younger both comprised around 14% of the total. Seniors (over 65) accounted for 1.8% of visitors.

Table 2.1: Visitor Group Composition

Age Group	Male	Female	Total	Percent
< 12 years	209	228	437	14.88
12-17 years	143	113	256	8.72
18-24 years	129	114	243	8.28
25-35 years	266	275	541	18.43
36-49 years	499	513	1,012	34.47
50-64 years	237	157	394	13.42
> 64 years	31	22	53	1.81
Total	1,514	1,422	2,936	100.01

3.0 TRIP PROFILE

3.1 Introduction

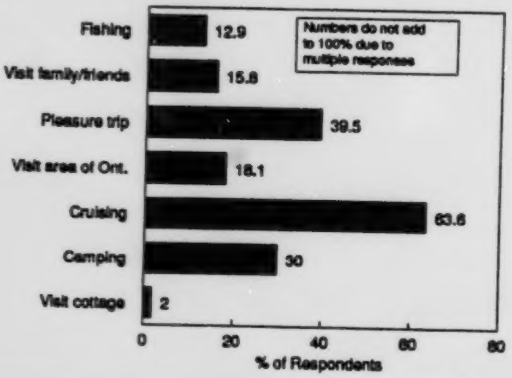
The survey questionnaire asked respondents to distinguish between their 'trip' and their 'visit'. A trip referred to their total trip away from home, which may have involved only one stop, or a series of stops to different areas. A visit referred to the specific stop at GBINP. This chapter covers the information gathered about the visitor trip.

3.2 Trip Purpose

Question 5 of the survey asked respondents to choose their trip purpose from the list given in Figure 3.1. Respondents could choose more than one answer. Cruising was a very popular trip purpose, selected by 64% of respondents. Pleasure trip was selected by 40% of respondents. Camping, selected by 30%, was surprisingly high for an area with high boat traffic. Fishing, visiting family and friends, and visiting this area of Ontario were all moderately popular as choices. Visiting a cottage was selected as a trip purpose by only 2% of respondents.

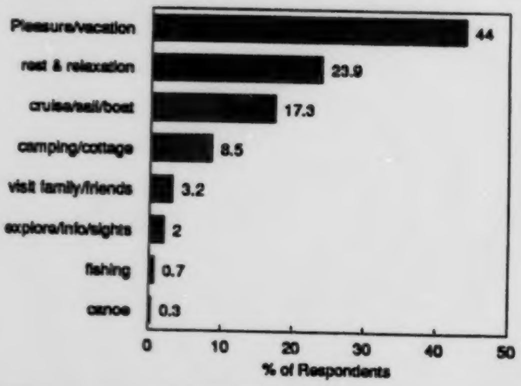
This question contained an option to fill in an other choice for trip purpose. In this case, two people chose canoeing and two people chose hiking as their purpose.

Figure 3.1: Trip Purpose (multiple)



When asked to choose their *main* purpose of the trip, pleasure/vacation was the favourite at 44%, followed by rest/relaxation at 24%. Cruising and camping, two activities that had high percentages in the previous question, had only 17% and 9% of the respondents for this question. It is probable that cruising and camping are secondary purposes to most people, seen as a way of enjoying their vacation.

Figure 3.2: Main Trip Purpose



3.3 Length of Stay (on Trip and in Local Area)

Table 3.1 shows that visitor trips averaged about 1 week long, and that the length of stay in the local area was about 5 days. In both cases, the most frequent duration was 2 days. The highest number of days spent on the trip was 99, while the highest number of days spent in the local area was 73.

The two average durations (for # of days spent on trip and # of days in local area) are both relatively high, possibly because boating to the area can be somewhat more involved than driving. Thus people who take the time to get to the Park may want to maximize their stay.

Table 3.1: Statistics on Length of Stay

	# of Nights Spent Away From Home	# of Nights Spent in Local Area
# of Respondents	626	610
Mean	7.2	4.8
Mode	2	2
Range	1 - 99	1 - 73

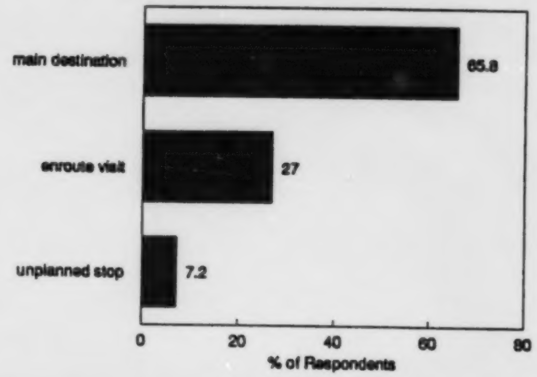
4.0 PARK VISIT PROFILE

4.1 Planning of Trip

Respondents were asked to pick their type of trip from three choices: main destination; enroute visit, or unplanned stop.

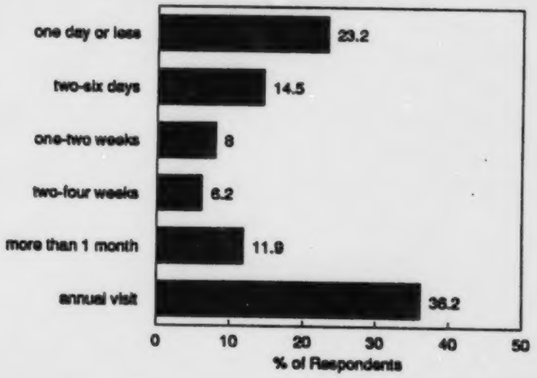
For the majority of respondents (66%), GBINP was the main destination of their trip. About one-quarter of visitors (27%) chose the Park as an en-route visit. Only 7% visited the Park as an unplanned stop, possibly because there is no access to the Park by car, and this necessitates some planning. It is likely that most of those who visited the Park as an unplanned stop were regular visitors who knew the Park well.

Figure 4.1: Type of Visit to GBINP



In terms of the amount of planning before their visit to GBINP, most respondents said that their visit is an annual one. Another 23% said that they spend less than 2 days planning the visit. Both of these respondent groups are probably either frequent visitors or local residents (or both), who know the Park well enough that planning is not a major issue.

Figure 4.2: Amount of Planning before Visit



4.2 Previous Knowledge of Park

Respondents were asked how many in their party were aware that the site they visited was part of GBINP. Figure 4.3 shows the number of parties where no person in the group was aware that they were visiting GBINP. The results show that, as group size increases, so does the likelihood that at least one member of the party is aware that they are visiting GBINP. (The sample size for the 'over 15' group size is very small, thus skewing the results somewhat.) However, these numbers do show that a small minority of groups were simply not aware that the site they visited was part of GBINP.

Figure 4.3: No one in party aware site was GBINP

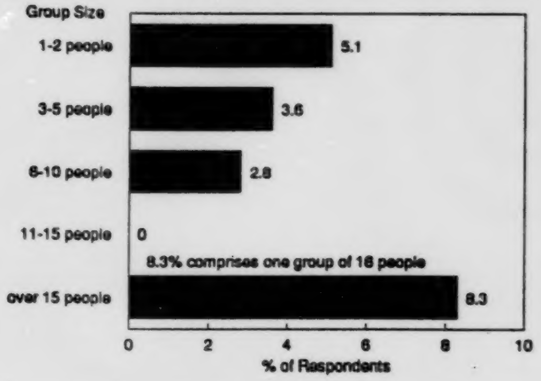
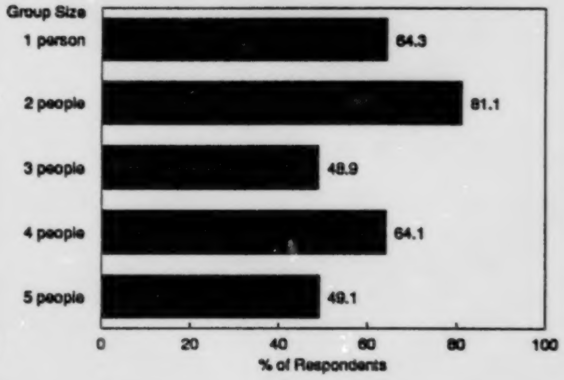


Figure 4.4 shows the number of groups where every member of the party was aware the site they visited was part of GBINP. Due to the wording of the question, the analysis can only be done for group sizes between 1 and 5 people. Group sizes of 2 were the most likely to have 100% knowledge of the GBINP site (81%). In the groups of 3 and 5, more than 50% of visitor groups had at least one member who was not aware that the site they visited was part of GBINP.

Figure 4.4: Everyone in party aware site was GBINP



These numbers point to the identity problem that faces GBINP. Because the Park has no visible boundaries, it is quite possible to enter the Park, and even use Park facilities without being aware that the area was part of GBINP. Once again, this problem stems from the island-based nature of the Park.

4.3 How Visitors First Learned of GBINP

The overwhelming majority of respondents cited 'word of mouth' as their introduction to the Park (65%). The second most frequent means was through maps and navigation charts, although many who picked this category also picked word of mouth. Media sources had a surprisingly low effectiveness in promoting the Park

The tables below show the expanded answers to this question.

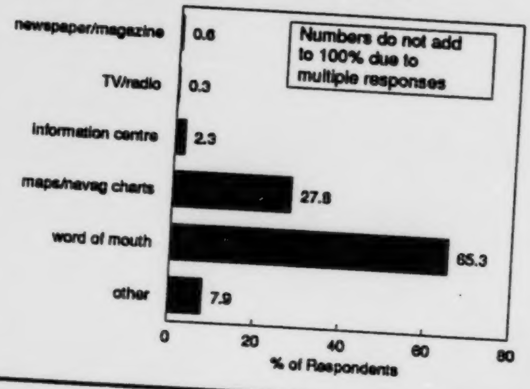


Figure 4.5: How first learned about GBINP

Table 4.1: Which Newspaper/Magazine

Canadian Power Boating	1
Ontario Travel Encyclopedia	1

Table 4.2: Which Information Centre

Georgian Bay Islands National Park	2
Honey Harbour	2
Barrie	1
Big Chute	1

Table 4.3: Word of Mouth (from who)

family	84
friend	353
marina operator	17
other	10

Table 4.4: Which Other

when arrived	9
boat show	1
always knew	35
went to camp here	2
this survey	1
Delawanna Inn	1
boat tour	1
school	1
live here now	1
travel books/CAA/AAA	3
National Parks info	1

4.4 Reasons why Visitors Picked Site

Most respondents chose safe anchorage and shelter as the primary reason for picking one site over another at the Park. Three other reasons were also cited as primary reasons: nice scenery, quiet/clean location, and convenient/close location. It seems that shelter, scenery, and convenience are what most respondents use as their primary reason for picking a particular site.

Three other reasons: beaches, facilities and amenities, and recreation activities all had higher responses as second reasons than for most important reasons. These factors might be described as 'secondary' reasons. Once the primary needs have been taken care of (shelter, scenery, and convenience), beaches, facilities, and recreation activities are the next thing respondents look for in a site.

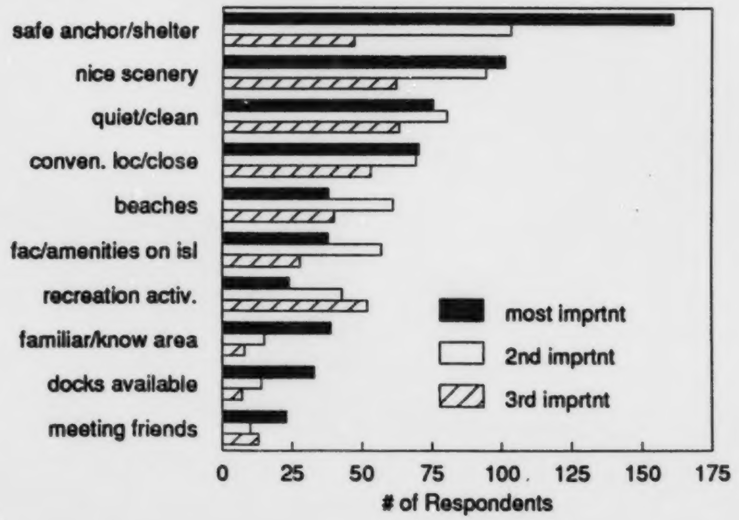
Availability of docksites and campsites were both moderately important in relation to other reasons. This suggests that in times of heavy use, availability of sites may increase in importance.

The programs at Cedar Springs were cited as a 3rd important reason by only two of the respondents. It may be that Park programs are not a major consideration in choosing a site, but that visitors will participate if the programs are available. This subject will be examined further in Chapter 6.

Table 4.5: Reasons for picking Park site

Reason	most imprnt	2nd imprnt	3rd imprnt	TOTAL
safe anchor/shelter	161	103	47	311
nice scenery	101	94	62	257
quiet/clean	75	80	63	218
conven loc/close	70	69	53	192
beaches	38	61	40	139
facil/amen on island	38	57	28	123
recreation activities	24	43	52	119
familiar/know area	39	15	8	62
docks available	33	14	7	54
meeting friends	23	10	13	46
good for kids/family	12	14	12	38
new place/suggest.	26	5	5	36
campsites available	18	3	5	26
national park	2	2	3	7
wind direction	4	1	0	5
information available	2	0	0	2
Cd Springs programs	0	0	2	2
small area	1	0	0	1
secure transportation	0	1	0	1
close to water	0	0	1	1
TOTAL	667	572	401	

Figure 4.6: Reasons for picking Park site

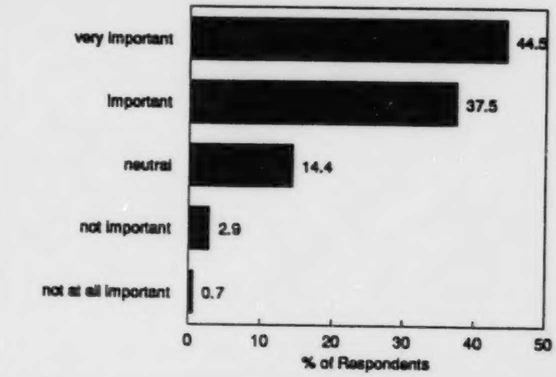


4.5 Experience Wanted from Park Visit

Respondents were asked to indicate the experience they were seeking from their Park visit. The first three categories were quiet, space, and solitude. These results are presented in Figures 4.7 - 4.9. All three of these aspects were an important part of the experience visitors were seeking.

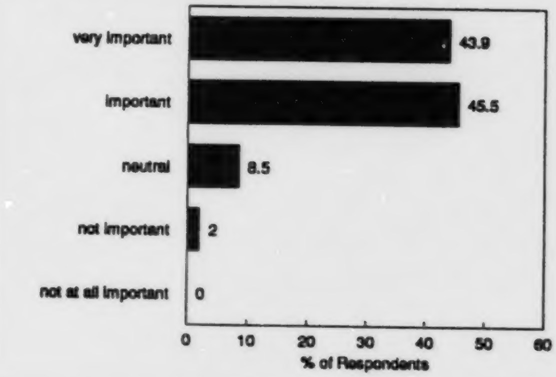
'Quiet' was cited as being very important to 45% of respondents, while another 38% said it was important. It is obvious that quiet is an important consideration in the experience wanted by most park visitors. Only 3.6% of respondents felt this experience was not important.

Figure 4.7: Experience wanted: quiet



'Space' was even more important than 'Quiet' to respondents. In this case, 89% said space was important or very important to the experience they were seeking. No one choose 'not at all important' for this question.

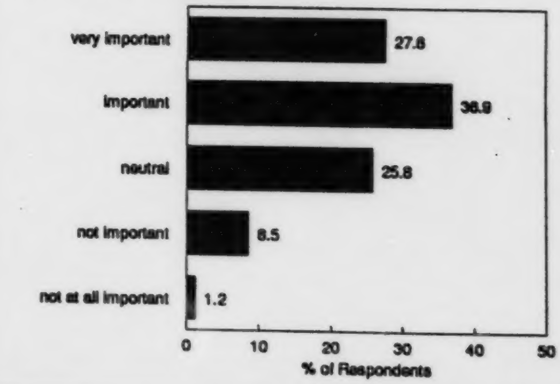
Figure 4.8: Experience wanted: space



'Solitude' was important or very important for 66% of respondents, which makes it a significant consideration for most of the respondents. However, 9% said that solitude was not important to the experience they were seeking, and over one-quarter were neutral to the idea.

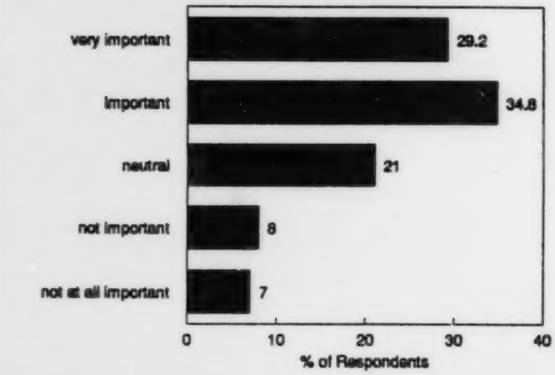
Readers may want to contrast this answer with Figure 4.10 - where the experience wanted category is 'to be with family and friends', which is somewhat the opposite of 'solitude'.

Figure 4.9: Experience wanted: solitude



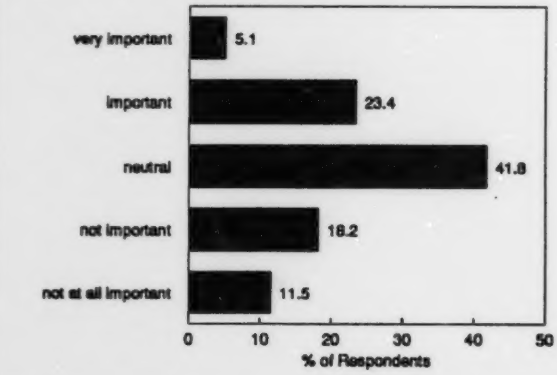
Sixty-four percent of respondents singled out 'being with family/friends' as an important or very important experience wanted, while it was not important to 15%. Therefore, while the majority feel that being with family and friends is important, a significant minority do not.

Figure 4.10: Experience wanted: with friends/family



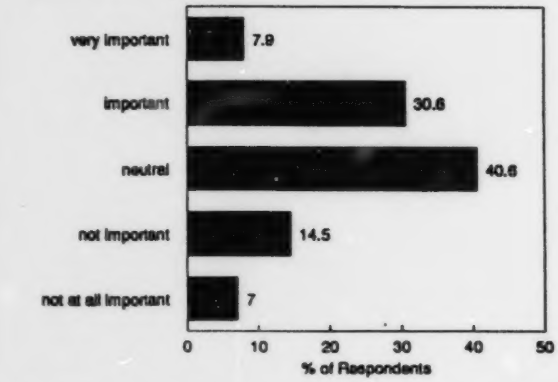
There was a mixed reaction to 'meet new people' as an experience wanted category. Fully 42% of respondents were neutral, while the rest were split almost equally between important and not important.

Figure 4.11: Experience wanted: meet new people



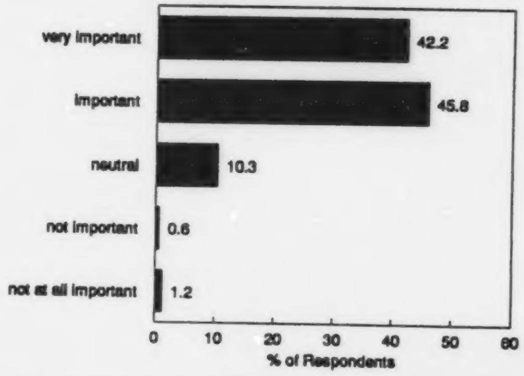
Similarly, there was also a mixed reaction to 'opportunity to learn' as an experience wanted category, with 41% picking neutral. This category was slightly more important than meeting new people, as 38% did say that the opportunity to learn was important or very important.

Figure 4.12: Experience wanted: opport. to learn



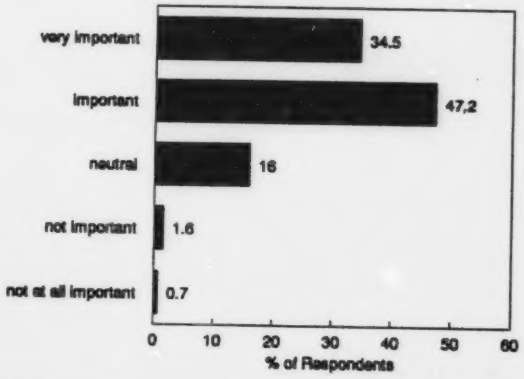
There is no question that the setting of the Park is important to the overwhelming majority of respondents, with 42% saying it was very important, and 46% saying it was important. Only 10% of respondents were neutral on this category.

Figure 4.13: Experience wanted: setting of Park



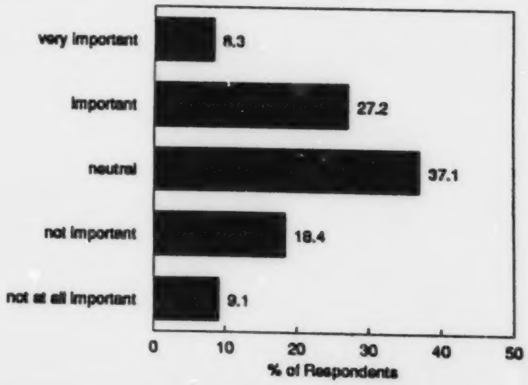
As expected, the results for nature appreciation were very similar to those of Park setting. Almost 82% of respondents chose nature appreciation as an important or very important experience.

Figure 4.14: Experience wanted: nature appreciation



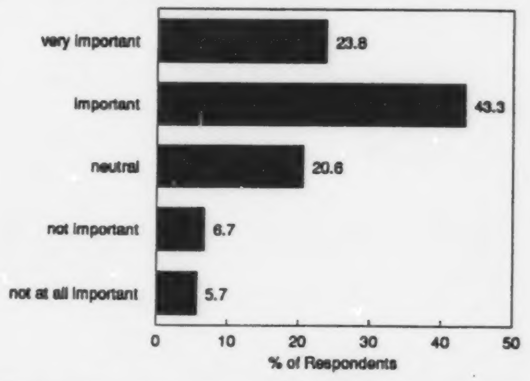
Most respondents (37%) were neutral to the idea of activities as an experience wanted. The others were fairly equally split between important and not important. This gives an indication of the need for the Park to plan activities for visitors.

Figure 4.15: Experience wanted: activities



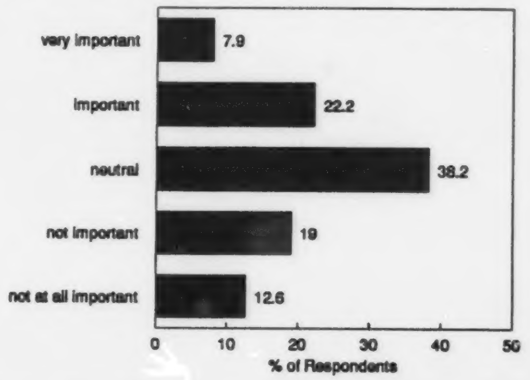
Park services were an important experience wanted to 43% of respondents, and very important to 24%. However, a significant number (21%) were still neutral to the idea, and a small number said Park services were not important.

Figure 4.16: Experience wanted: Park services



Park services were definitely more important to respondents than services from others. In this category, 38% were neutral to this idea as an experience wanted, while the rest were almost equally split between important and not important.

Figure 4.17: Experience wanted: services from others



5.0 PARK USE PROFILE

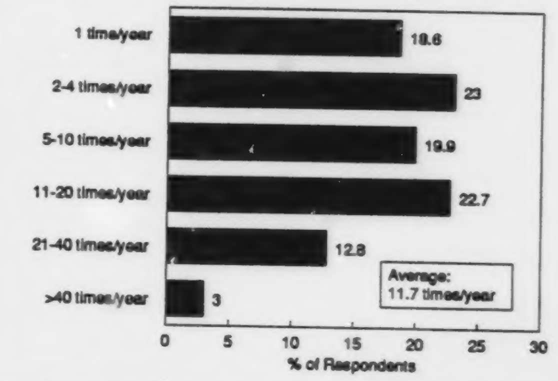
5.1 Frequency of Visitation

Respondents were asked to estimate the average number of times they visit GBINP in one year. This question gives important information about the type of visitor using the Park.

The average number of times respondents visit the Park is 11.7 times per year. This frequency of visitation is very high. Only 19% of all visitors use the Park once a year. The next three categories (2-4 times, 5-10 times, and 11-20 times) were all approximately 20%. Perhaps most surprising, 16% of visitors visit the Park more than 20 times/year.

These numbers reflect an uncommonly high frequency of visitation for a National Park.

Figure 5.1: Number of times visit GBINP/year

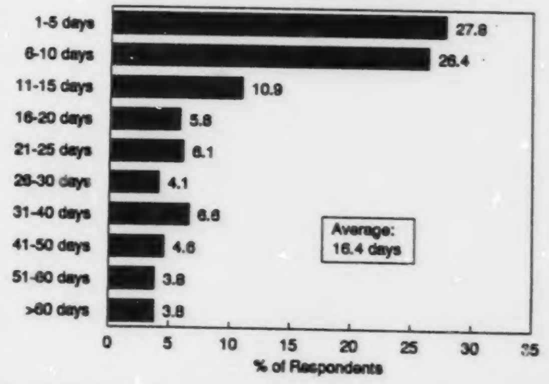


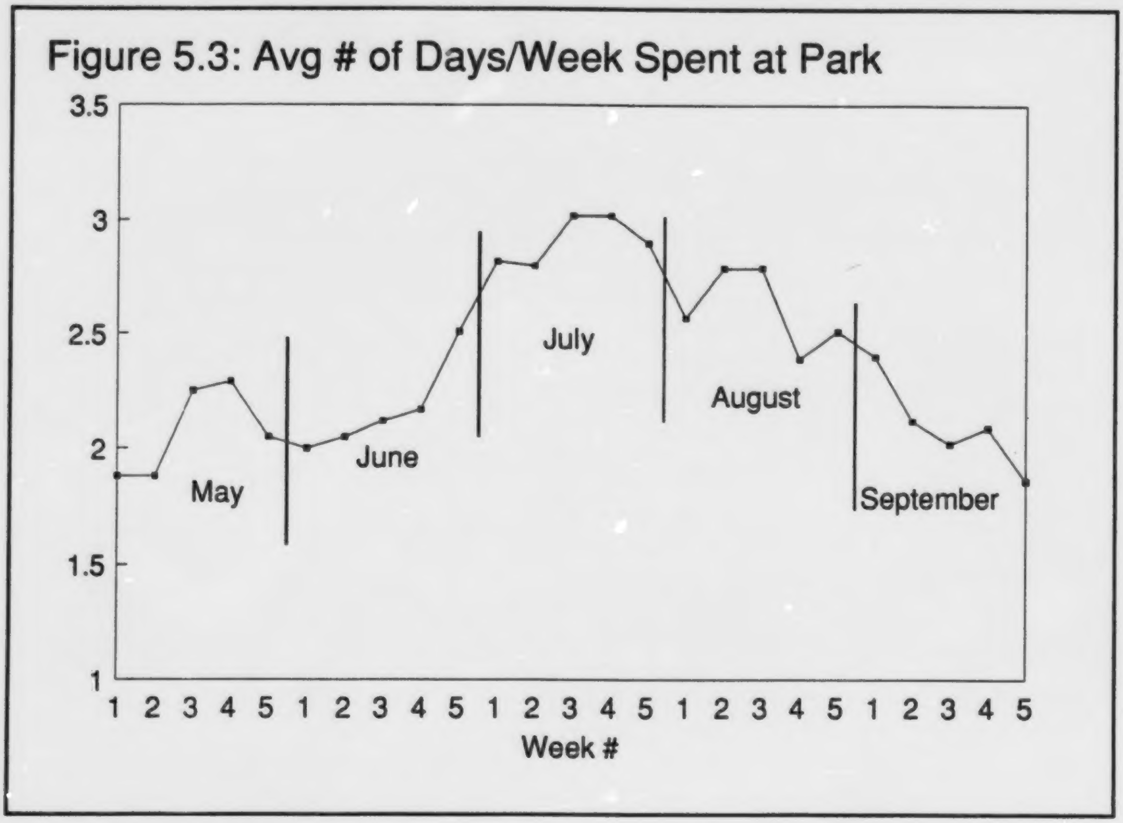
5.2 Number of Days Spent in Park

As expected from the high frequency of visitation, respondents also spent a fairly high number of days in the Park (an average of 16.4 days/summer). While the majority of respondents stayed less than 11 days, there were still significant numbers who stayed in each of the other categories, including almost 8% who stayed over 50 days.

The picture that emerges from Exhibit 5.1 and 5.2 is that GBINP attracts a very loyal following, with visitors coming to the Park often and spending many days of the summer at the Park.

Figure 5.2: Number of days visit GBINP (summer 91)





As seen in Figure 5.3, the average number of days per week peaked in July, and was also substantial in August. There was also a peak in mid-May, probably due to the long weekend.

In terms of days per month spent in the Park, July and August were again the two peak months, as expected. The most frequent response (mode) was highest for the month of August, at 4 days per month. The number of respondents for this table indicates the level of visitation for each month. Thus, July had the highest number of respondents visiting the Park sometime during that month.

Table 5.1 : Average # of Days/Month Spent at GBINP

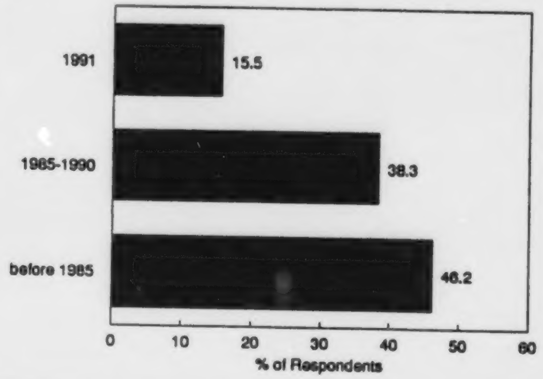
Month	Mean	Mode	# of Respondents
May	5.43	2	210
June	5.80	2	310
July	6.78	2	554
August	6.77	4	380
September	5.58	2	258
Summer 91	16.43	4	652

5.3 Year of First Visit to GBINP

Only 16% of visitors to GBINP were there for the first time in 1991. In fact, the majority (46%) first visited the Park before 1985, including 2.4% who visited in 1960 or before.

Once again, these numbers attest to the loyal following of the Park. With only 16% of visitors using the Park for the first time, it is obvious that most are return visitors, and some of these have been coming back for decades.

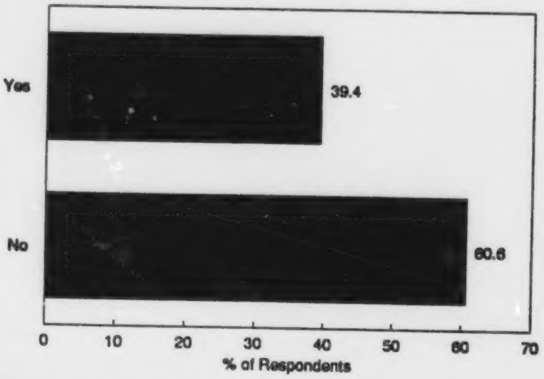
Figure 5.4: What year first visit GBINP



5.4 Visit Park in Off-Season

Most summer visitors do not use the Park in the off-season (61%). The two main reasons for not visiting in the off season are 'no time in winter' and 'unaware of facilities' (30% each). Other reasons are based on either weather considerations or non-interest.

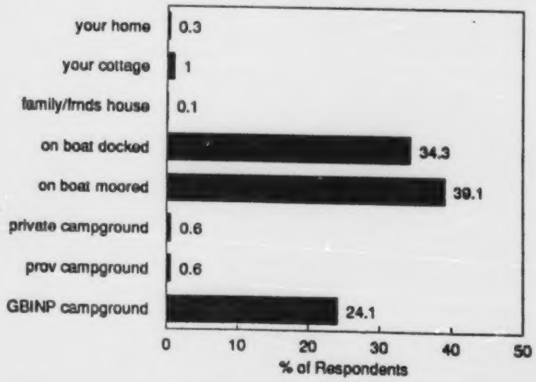
Figure 5.5: Visit Park in off-season



5.5 Visitor Accommodation

Most visitors to GBINP used their boat for accommodation, almost equally split between docked (34%) and moored (39%). Twenty-four percent of visitors used the GBINP campgrounds. Only 3% of visitors used other types of accommodation such as a house or cottage, or other campgrounds off the island.

Figure 5.6: Type of accommodation



5.6 Number of GBINP Sites Visited

Question 36 showed a map of all the GBINP sites, and asked visitors to check the sites they visited on their trip to the Park. A summary of results is presented in Figure 5.7. Most respondents visited between 3-5 sites per trip. Only one-quarter of respondents visited just one site, while 22% visited over 5 sites. The average number of sites visited was 3.7. These figures suggest a fair amount of mobility by Park visitors.

Figure 5.7: Number of sites visited/trip

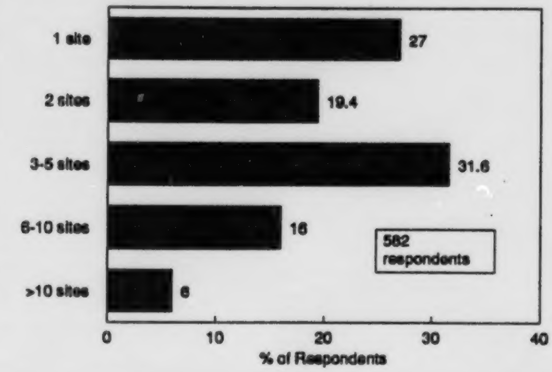


Table 5.2 lists the percentage of respondents who visited each site. It should be noted that a site visit does not constitute an overnight stay, but merely a stop at the site.

Frying Pan attracted the largest percentage of visitors (35.7%). This is a high percentage and attests to the appeal of this sheltered bay. Most of the Cedar Spring sites were next in popularity, with the Visitor Center having the highest percentage of these. Thirty percent of all respondents stopped in at the visitor centre.

Buried between some of the Cedar Springs sites was Chimney Bay, at 23.9%. Like Chimney Bay, the next two sites were also sheltered bays; Ojibway at 19.4% and Honeymoon at 19.1%.

Of the three sites not located on Beausoleil Island, Bone Island was the most popular site to visit, at 10.3%. Island 95 and Centennial Island were the two sites with the least visit (2.6% and 1.7%), probably due to their more secluded location.

Table 5.2

% of Respondents who visited site on trip to GBINP	
Frying Pan	35.7
Cedar Spring Visitor Centre	30.2
Cedar Spring Picnic Dock	27.8
Cedar Spring Campground	26.8
Chimney Bay	23.9
Cedar Spring Campground Dock	21.6
Cedar Spring Picnic Area	21.5
Ojibway	19.4
Honeymoon	19.1
Thumb	14.9
Little Dog	14.3
Lost Bay	12.4
Bone Island	10.3
Wana Keta	9.6
Oakes	9.1
Tonch North	8.6
Tonch East	8.1
Tonch South	7.6
Beausoleil Point	7.6
Christian	7.4
Blueberry	7.2
McCabe Rock	6.7
Sandpiper	6.4
Cherry Point	6.0
Bass Rock	4.3
Godettes	3.6
Island 95	2.6
Centennial Island	1.7

6.0 PARK PROGRAMS

6.1 Introduction

In the survey questionnaire, there were four questions (#23-#26) dealing directly with Park programs. Section 6.2 groups question 23 and question 24 together under the common theme of time considerations for interpretive programs. Section 6.3 deals with various educational themes presented in the Park programs (from information gathered by question 25 and question 26).

An important factor throughout this chapter is the number of respondents answering the questions concerning Park programs. In general, this section had a poor response rate. Many respondents simply skipped the entire section. This is particularly revealing because most of the other questions in the survey had good response ratings, and indications were that respondents were highly motivated in giving their answers. The overall conclusion to be drawn from the low response rate is that it reflects a low level of interest in this area.

As a result, this chapter will examine the response rating of all the questions as an important indicator of the level of interest in these programs. Readers should keep in mind the low levels of response rate when interpreting the results. The figures present results only from those who answered the question.

Readers should keep in mind that the low response rate is not a reflection of the quality of the programs. In fact, the respondents who did answer were generally very satisfied with Park programs. The low response rate is probably related to the high repeat visitation rate within the Park. First time visitors are the most likely users of Park programs, using them as a way of getting acquainted with the Park. As they become repeat visitors, they may not be interested in repeating a program, or they may have learned about the Park from other sources. Thus, program participation probably drops off with increasing number of repeat visits to the Park.

6.2 Interpretive Programs - Time Considerations

The survey questionnaire asked three questions based on time considerations of interpretive programs. These are:

- time the respondent would be willing to spend travelling to a Park program from their base site at Georgian Bay Islands National Park.
- time the respondent would be willing to spend participating in a Park program.
- best time of day to run Park program.

Table 6.1 show the categories of questions that appeared on the survey, along with the response rate for each of the questions.

In general, the response rate for 'best time of day' was the highest of the three, probably because this question involved checking a box, whereas the other two involved writing down an actual time. However, even in this category, response rates were no higher than 64%.

Table 6.1 : % of Respondents Answering Question

	% of total survey respondents who answered question		
TOPIC	Travelling Time	Partic. Time	Best time of day
guided walk	41.5	44.6	64.4
talks at camp/dock	40.9	46.5	63.0
children's programs	27.6	28.8	48.1
special events	31.6	31.6	50.1
outdoor theatre	43.6	46.4	N/A
AV presentations	N/A	N/A	61.0
N/A - question was not asked for that category			
Total survey respondents = 711			

The categories for travelling time and participation time were never over 47%. This means that, at best, less than half of the survey respondents answered this question. Special events and children's programs had the lowest response rating in each of the three categories.

The remainder of this section will look at specific responses to each of the three questions by category.

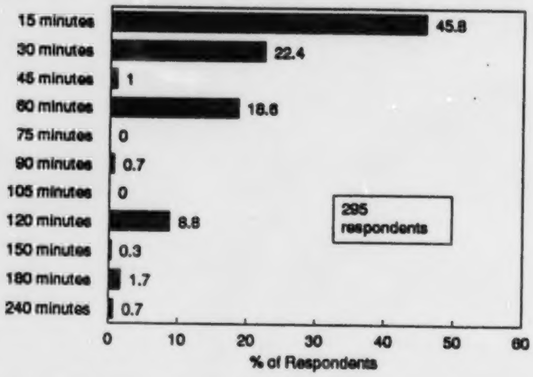
- Guided Walk

This category had one of the highest response rates in this section.

Almost half of the respondents would travel only 15 minutes to participate in a guided walk. In total, almost 70% would spend no more than 1/2 hour in travel time.

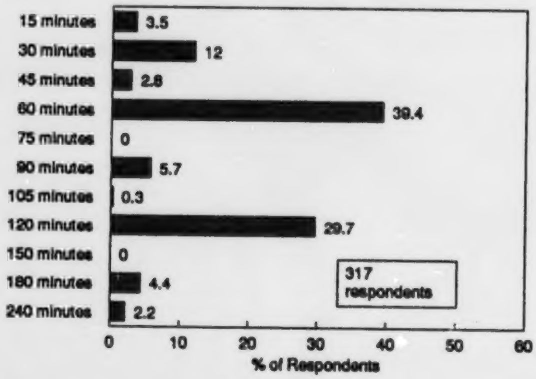
There were small clusters at one hour (18.6%) and 2 hours (8.8%). A small group (3%) would spend more than 2 hours of travelling time.

Figure 6.1: Travel time: guided walk



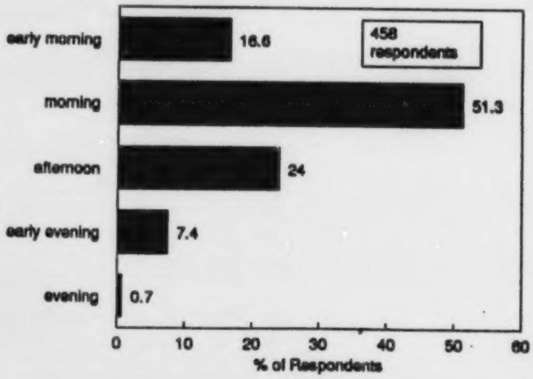
Participation time for guided walks is clustered mostly around the 1 hour (39.4%) and two hour (29.7%) time limits. Almost 7% of respondents indicated they would spend over 2 hours participating in a guided walk.

Figure 6.2: Partic time: guided walk



Just over half of the respondents would prefer the guided walk program to take place in the morning. Early evening and evening times were definitely not favourable to the majority.

Figure 6.3: Best time: guided walk

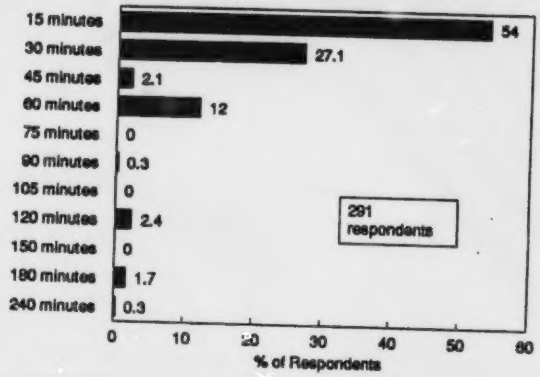


- Talks at Campsites/Docks

The response rate for this category was (relatively) high in comparison to the other categories.

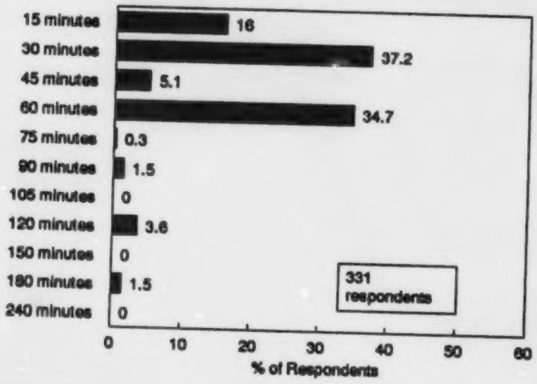
Respondents would not spend a lot of time travelling to participate in talks at campsites or docks. Over 80% would travel no longer than 30 minutes to participate.

Figure 6.4: Travel time: talks campsites/docks



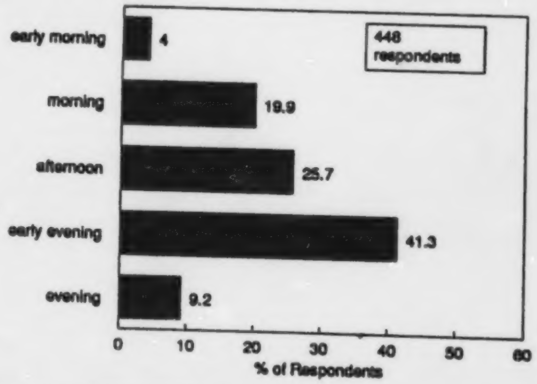
Respondents also preferred to keep talks at campsites/docks fairly short, with almost all (93%) willing to spend only 1 hour or less. The majority (37%) chose 30 minutes as the most appropriate time limit.

Figure 6.5: Partic time: talks at campsites/docks



Most respondents would prefer talks at campsites/docks to be later in the day. Most chose early evening (41%), followed by 26% who chose afternoon. However, 20% would still prefer a morning time.

Figure 6.6: Best time: talks at campsites/docks

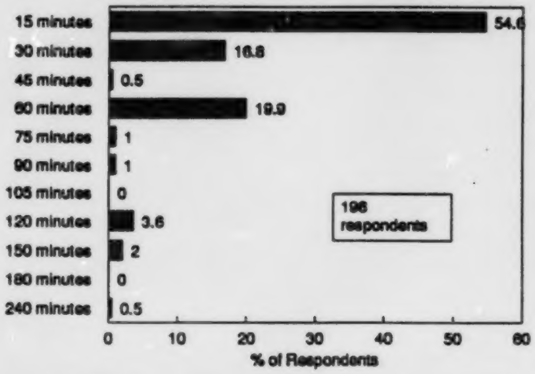


- Children's Programs

This category had a very low response rate, indicating the least amount of interest among any of the seven categories.

Once again, respondents indicated that they would not travel very long to participate in children's programs. More than half (54.6%) would spend only 15 minutes, while another 17% would spend 30 minutes. A small core group (20%) would travel 1 hour, and another smaller group (5.6%) would travel 1-1/2 hours.

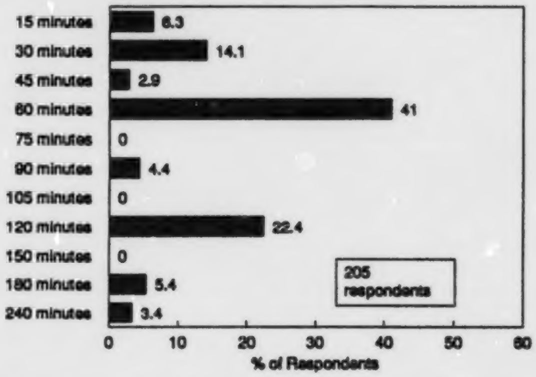
Figure 6.7: Travel time: children's programs



Participation time in children's programs turned out to be somewhat mixed. Most (41%) chose 1 hour as their optimum time limit, but there were also significant clusters at 30 minutes (14%) and 2 hours (22%). Also, 9% of respondents indicated they would spend 3 hours or more participating in children's programs.

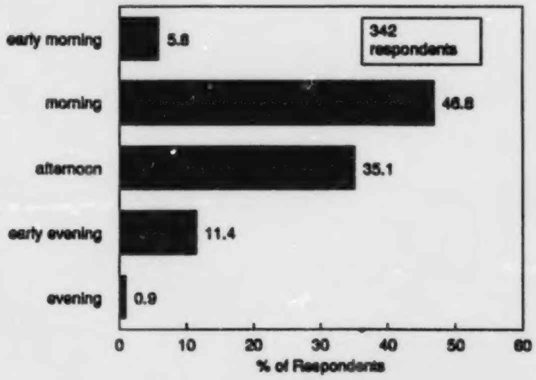
This wide variation may be due to different interpretations of children's programs. Longer programs are more likely to be fully supervised, without the need of parent participation, while the shorter programs may require parents to be on hand.

Figure 6.8: Partic time: children's programs



While most respondents would prefer children's programs to be run in the morning (47%), another large group chose afternoon (35%). The two extreme times were unpopular choices.

Figure 6.9: Best time: children's programs

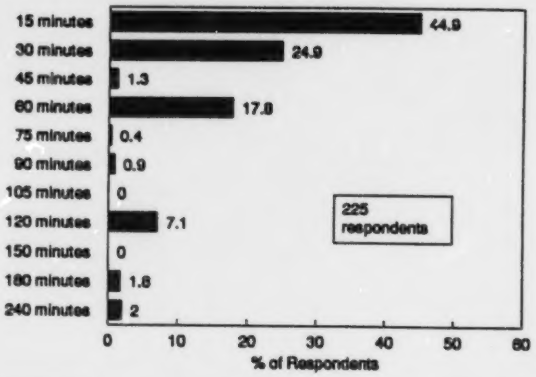


- Special Events

Special events also had a very low response rate, possibly because it is not a specific term, and respondents may not have been able to identify with the term. Also, the term may have meant different things to different people. Thus the results in this category are somewhat scattered.

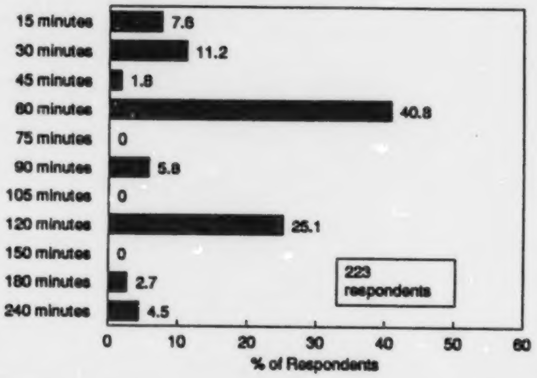
Most respondents would spend 15 minutes travelling to participate in a special event (45%). One quarter would spend 30 minutes travelling. There were also clusters at 1 hour (18%) and two hours (7%).

Figure 6.10: Travel time: special events



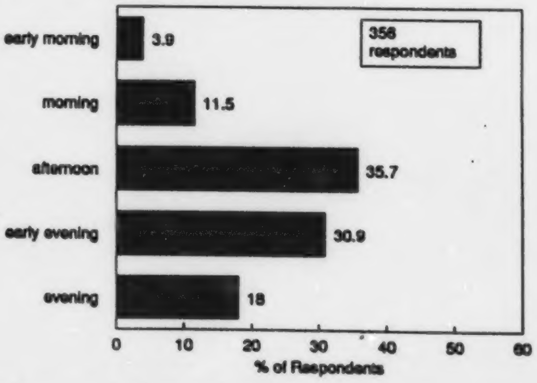
Most respondents (41%) chose 1 hour as the time they would spend participating in special events. However, there was also a significant group who chose 2 hours (25%), and over 7% who would spend 3 hours or more participating in a special event.

Figure 6.11: Partic time: special events



As expected, there was no general consensus on the best time for special events. Most respondents chose afternoon (36%) or early evening (31%). Still, significant percentages also chose evening (18%) and morning (11.5%).

Figure 6.12: Best time: special events

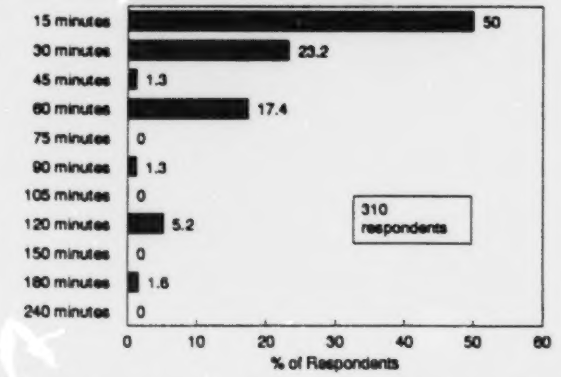


- *Outdoor Theatre*

Outdoor theatre had the highest response rate of the six categories.

Almost 3/4 of the respondents would travel 30 minutes or less to participate in outdoor theatre. Seventeen percent would travel 1 hour, and 5% would travel 2 hours. Only 1.6% would travel more than 2 hours.

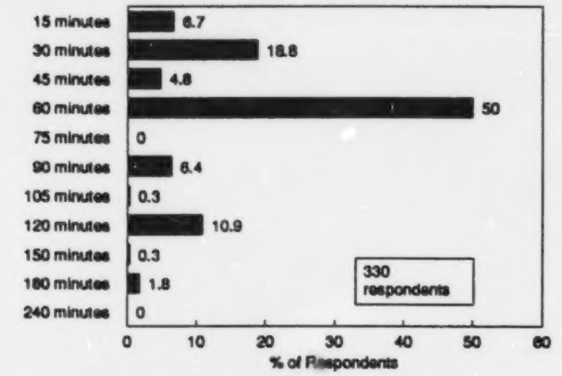
Figure 6.13: Travel time: outdoor theatre



Half of the respondents would chose 1 hour as the amount of time they would spend participating in an outdoor theatre program. Only 25% would spend 30 minutes or less, a stark contrast to the other categories. Eleven percent would spend 2 hours, and very few (2%) would spend more than 2 hours.

Respondents were not asked about the best time for this category.

Figure 6.14: Partic time: outdoor theatre

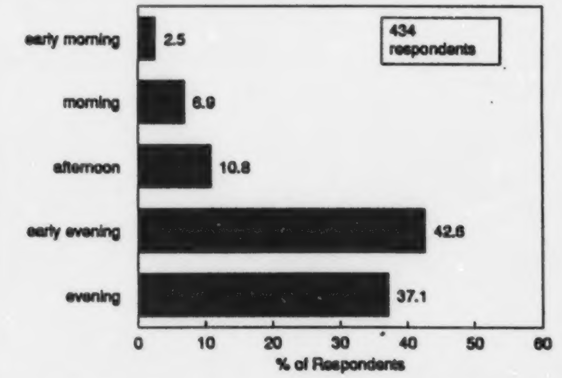


Audio Visual Presentation

Respondents were only asked about the best time for this category.

Respondents had a definite preference for audio-visual presentations later in the day. Most chose early evening (42.6%), and a large percent also chose evening (37%). Only 9.5% chose early morning or morning.

Figure 6.15: Best time: AV presentations



- *Other Suggestions*

Each of the three questions (travelling time, participation time, and best time of day), allowed space for respondents to fill in their own suggestions.

Table 6.2 lists the suggestions offered for each question. The time constraints associated with these suggestions can be found in Appendix A.

These suggestions may be of help to Park staff in adding new ideas to their current list of programs.

Table 6.2 : Suggestions for 'Other'

Suggestion	# of Respondents		
	Travelling time	Participation time	Best time of day
fireworks	3	2	1
campfire/dance	2	4	3
clean-up day	1	1	
sports/fishing		2	2
photography		1	
small craft/canoe guided tours		2	2
astrology			2

6.3 Educational Themes

There were six educational themes dealt with in this section. Respondents were asked two questions about these themes; the amount of time they wished to spend learning about certain themes; and the method they would prefer to receive this information.

The results are discussed in the following section by the following six themes:

- Geology
- Wildlife
- Georgian Bay
- Human History
- Environmental Issues
- Role of National Parks

The results for each theme are presented by two graphs. The first graph deals with the amount of time respondents wished to spend learning about the theme. Response rate for this question was low, but slightly higher than response rates reported in Section 6.2.

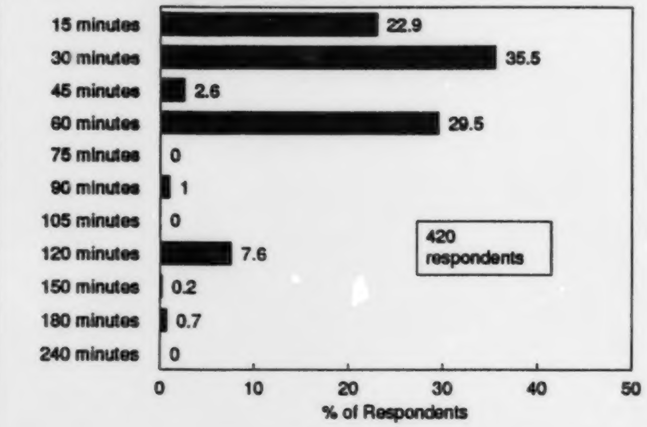
The second graph presents respondent preferences for the methods they would prefer to receive this information. Readers should keep in mind that each choice listed in the graph is a yes/no response, so that each choice could potentially be as high as 100%. This perspective is important because response rates were quite low for this question.

- Geology

The response rate for this question was 59.1%, which is low compared to some of the other themes.

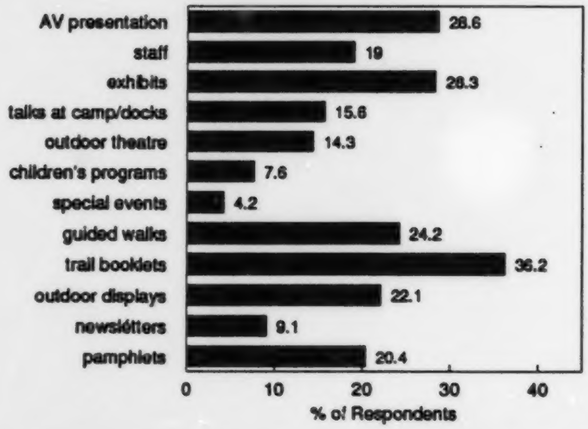
Respondents were not interested in spending a lot of time learning about geology. Most respondents (36%) chose 1/2 hour as their time limit. One hour was the next most popular time limit (30%), while 23% chose 15 minutes. A small percentage (8%) were interested in spending 2 hours learning about geography.

Figure 6.16: Time learning: geology



Respondents showed a lot of interest in learning about geology through trail booklets (36%). Other methods with high percentages included AV presentation and Visitor Centre exhibits (28% each). Special events and children's programs were not popular methods for this theme.

Figure 6.17: Method of Learning Geology

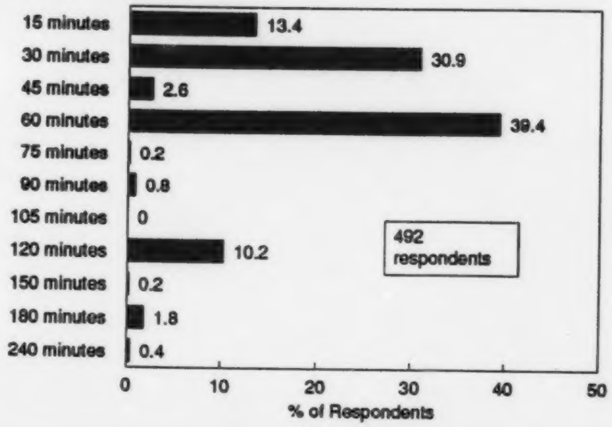


- *Wildlife*

The response rate for this question was 69.2%.

Most respondents (39%) would prefer to spend one hour learning about wildlife, while another 31% would spend 30 minutes. A full 10% would spend two hours. These figures indicate a trend towards slightly longer times spent learning about wildlife than the previous example of geology.

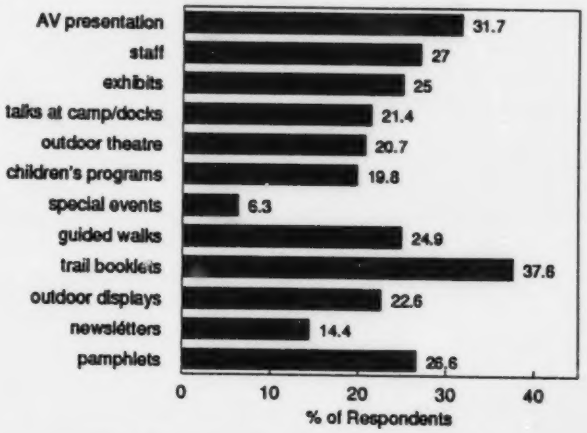
Figure 6.18: Time learning: wildlife



Trail booklets was once again the most popular method of learning about the theme (38%). However, for the theme of wildlife, respondents also indicated strong interest in many other methods of learning, including AV presentation (32%), pamphlets (30%), VC staff (27%), VC exhibits (25%), talks at campsites/docks (21%), and outdoor theatre (21%). For the theme of wildlife, children's programs were more popular as a method of learning (20%) than for any other theme.

These numbers indicate that wildlife is an interesting theme to many respondents.

Figure 6.19: Method of Learning Wildlife

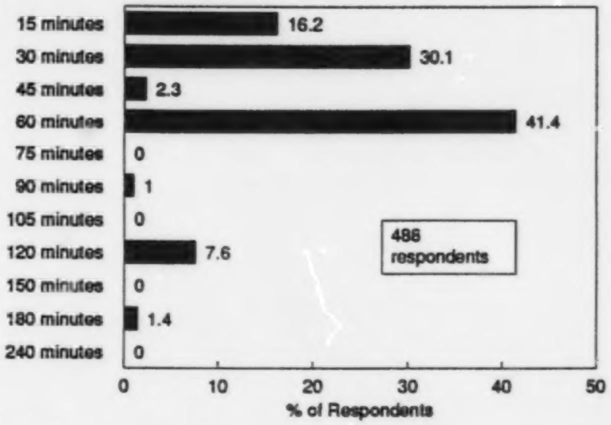


- Georgian Bay

This theme has the highest response rate of the six themes, at 68.6%.

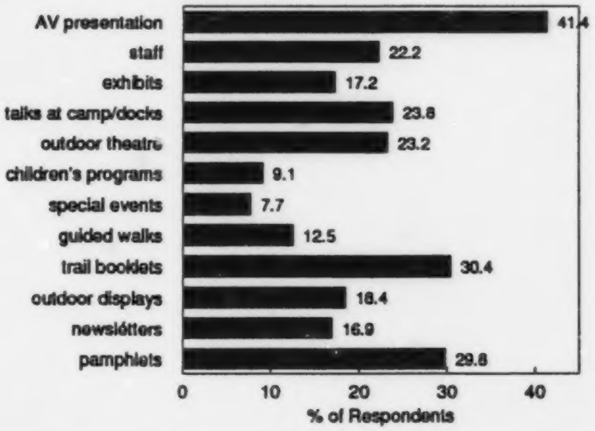
Similar to the wildlife theme, respondents showed a willingness to spend somewhat longer times learning about Georgian Bay, with 41% willing to spend 1 hour, and another 30% willing to spend 30 minutes. Only 16% said they would spend 15 minutes learning about the theme.

Figure 6.20: Time learning: Georgian Bay



AV presentations at the Visitor Centre was the favourite method of learning about wildlife (41%). In fact, this percentage represents the highest approval ranking for any method of learning across all the six themes. Once again, children's programs and special events received the two lowest rankings.

Figure 6.21: Method of Learning Georgian Bay

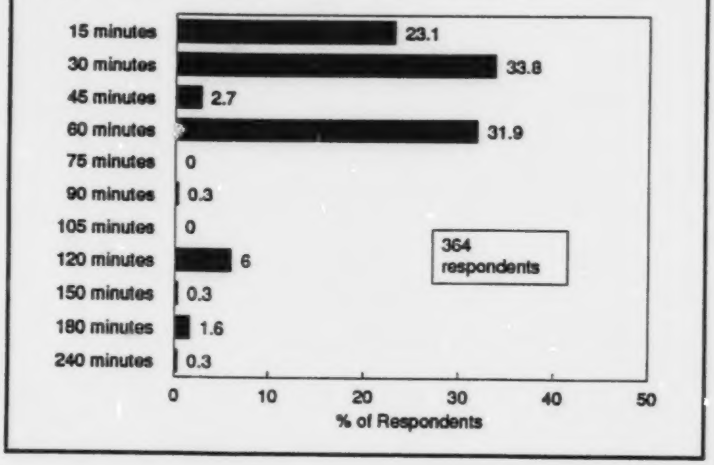


- Human History

Respondents showed a low level of interest in Human History, with a response rate of only 51.2%.

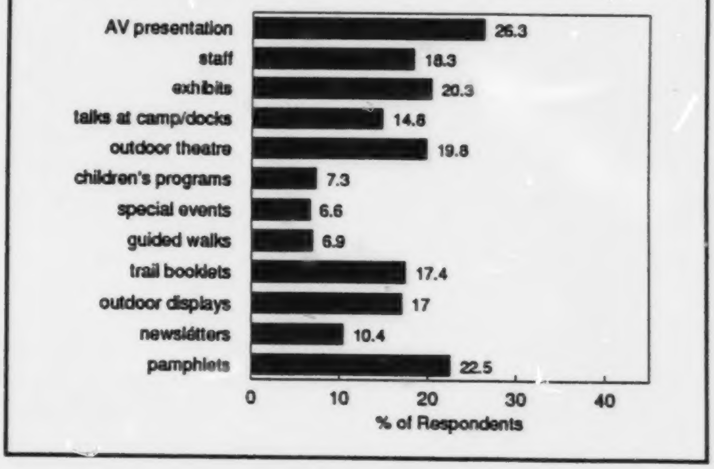
Appropriately, respondents are not willing to spend as much time learning about human history as some of the other categories. Most wanted to spend 30 minutes or less (57%), but there were still a fair number (32%) willing to spend one hour learning about the theme.

Figure 6.22: Time learning: Human History



As expected, none of the methods of learning showed a high response rate for this theme. AV presentations and pamphlets were the two highest at 26% and 22%.

Figure 6.23: Method of Learning Human History



- *Environmental Issues*

Given the enthusiastic response to the open-ended question about environmental issues in the Park, it is surprising that the response rate for this question was only 61%.

However, the majority of respondents (37%) to this question chose 1 hour as the time they would be willing to spend learning about environmental issues. Almost 8% said they would be willing to spend 2 hours learning about the theme.

These numbers indicate a somewhat smaller but possibly more dedicated group.

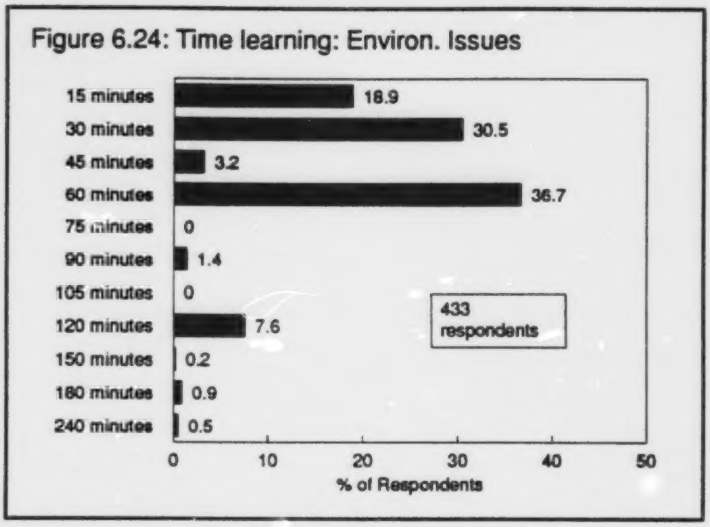


Figure 6.24: Time learning: Environ. Issues

Respondents did not seem to have an outstanding favourite method of presenting this theme. Visitor Centre staff had the highest response rate (30%); in fact, environmental issues was the theme most respondents chose this method for.

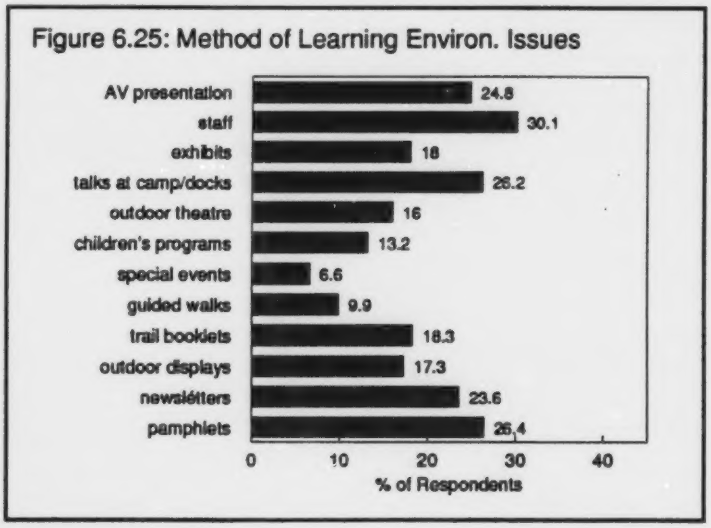


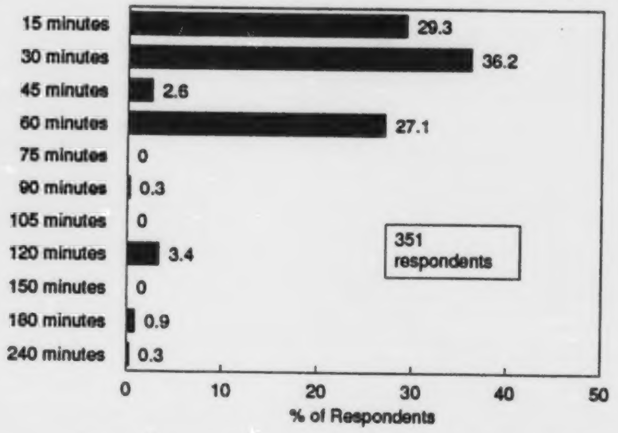
Figure 6.25: Method of Learning Environ. Issues

- Role of National Parks

The role of national parks had the lowest response rate of all the themes (49.4%).

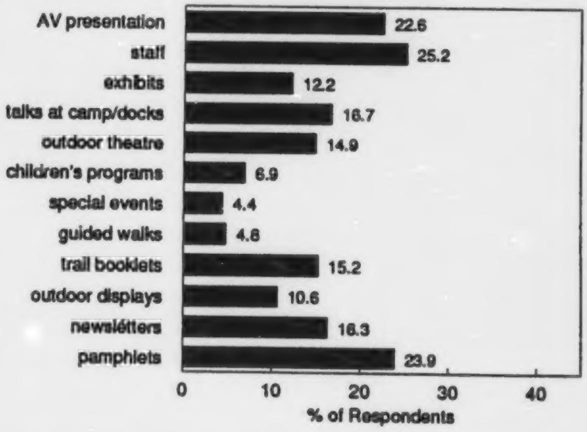
As expected, the time respondents were willing to spend learning about this theme was lower than most of the other themes. Most would spend 30 minutes or less learning about the role of national parks (70%).

Figure 6.26: Time learning: National Parks



Accordingly, none of the methods of learning about the role of national parks were particularly popular with respondents. Visitor Centre staff had the highest response rate, at 25%, followed by pamphlets at 24%. Special events and guided walks were not popular choices for this theme.

Figure 6.27: Method of Learning National Parks



7.0 SATISFACTION WITH PARK FACILITIES, PROGRAMS AND SERVICES

7.1 Level of Service for Facilities

Respondents were asked about the level of services for 10 different facilities in the Park. Results are presented in this section. One of the choices for this question was 'do not know'. This choice can be seen as a general indication of the level of use of the facility. Those who did pick 'do not know' are primarily moored boaters, who do not have much need for many of the Park facilities. Figures 7.1 through 7.3 refer to the three physical areas of the island shore.

Figure 7.1 shows that most respondents (64%) feel the number of campsites is just right now. However, a full 26% did not know about the level of service for campsites.

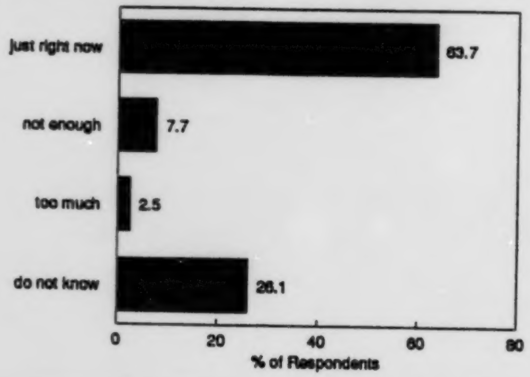


Figure 7.1: Service -campgrounds

The level of service for swimming areas showed a high level of approval, with 70% stating that it was just right now. Fifteen percent thought there were not enough swimming areas, while the same percent did not know.

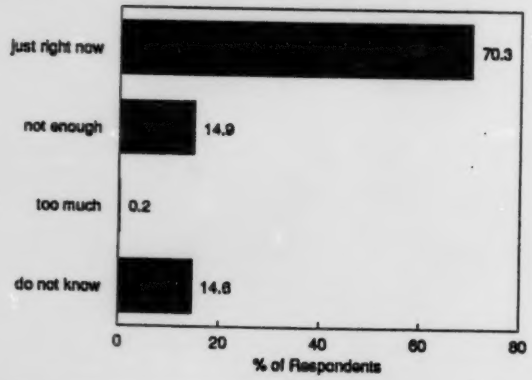


Figure 7.2: Service - Swimming Area

Respondents showed a strong preference for more docks (51%). Among all the facilities, none had a higher rating of 'not enough'. However, a large percentage (42%) were satisfied with the number of docks now present. Very few respondents did not know about the level of service for this facility.

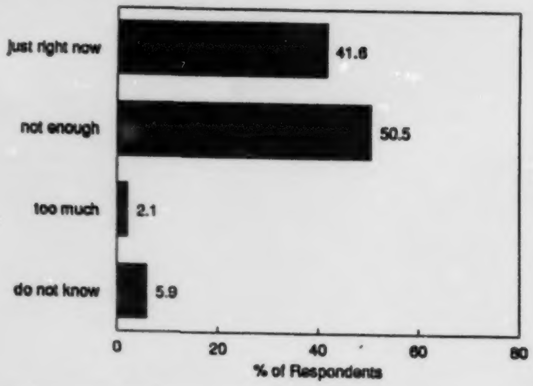
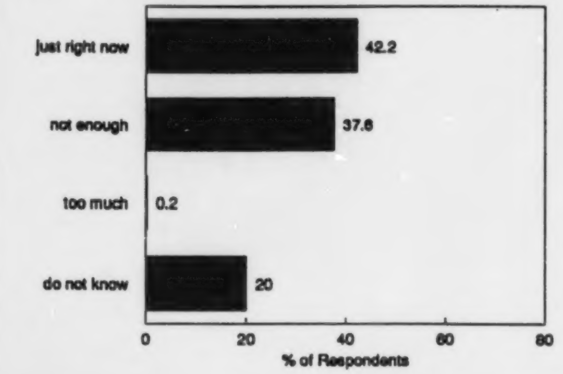


Figure 7.3: Service - Docks

Figures 7.4 - 7.6 deal with the 'water services' issues: drinking water, washrooms, and showers.

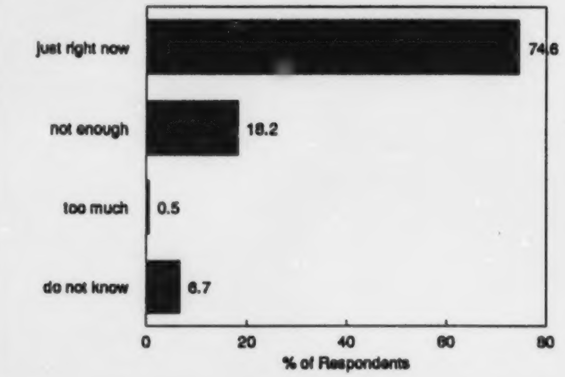
There was a split opinion about the level of service for drinking water. Forty-two percent said the level of service was just right now, while 38% said there was not enough. Another 20% did not know. This category is probably made up of boaters who anchor out, and do not use many of the Park facilities.

Figure 7.4: Service - Drinking Water



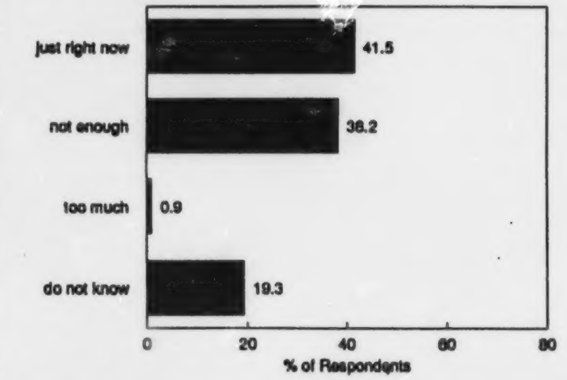
A surprising result was reported for washroom facilities. Almost 75% rated the level of service for washrooms as just right now. Only 18.2% said there were not enough washrooms. Washrooms and showers are usually a bone of contention in most camper surveys. While respondents are happy with the number of washrooms, there were some comments in the open-ended questions about the cleanliness of the washrooms.

Figure 7.5: Service - Washrooms



The results for shower facilities were almost identical to those for drinking water; once again a split opinion. Forty-two percent were happy with the number of shower facilities, while 38% said there were not enough shower facilities.

Figure 7.6: Service - Showers



Figures 7.7 - 7.10 deal with the facilities added to the dock and campground areas.

Respondents showed consistently high satisfaction with the level of service of the first three facilities. Seventy-five percent rated the level of service of picnic tables as just right now, 84% rated garbage cans as just right now, and 78% rated fire pits as just right now.

These three facilities are all relatively minor additions to the dock and campground areas, but they are obviously well-received.

Figure 7.7: Service - Picnic Tables

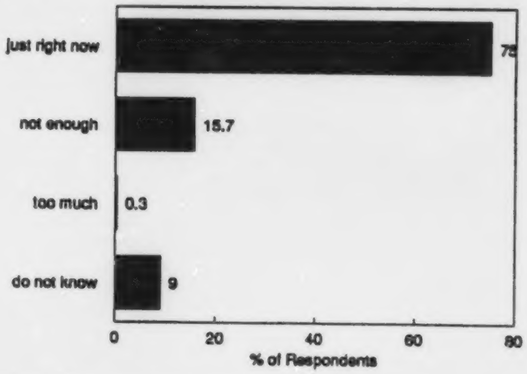


Figure 7.8: Service - Garbage Cans

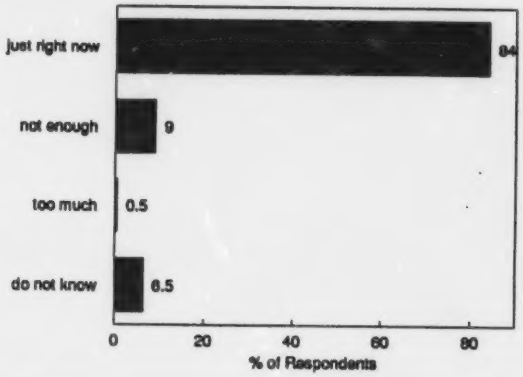
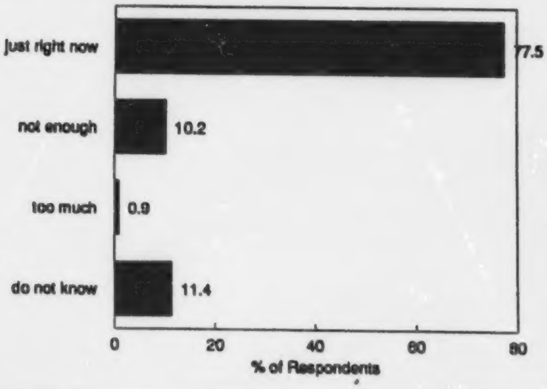


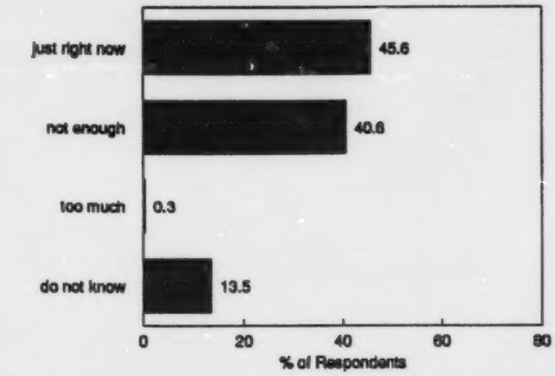
Figure 7.9: Service - Fire Pits



The level of service for recycling boxes was not so well received. Again there was split opinion, with 46% saying the level of service was just right now, and 41% saying there were not enough recycling boxes.

There were 14% who did not know about the level of service for recycling boxes.

Figure 7.10: Service - Recycling Boxes



7.2 Satisfaction with Park Services, Facilities, and Programs

7.2.1 Introduction

Question 28 of the survey asked respondents to rate their satisfaction level for 32 different categories. Respondents had the choice of five different ratings:

- very satisfied
- satisfied
- neutral
- not satisfied
- did not use/did not notice

Because of the large number of categories in this question, the categories have been grouped into 8 subsections as follows:

Section 7.2.2: Sites of Use
- campgrounds
- swimming area
- docks
- beaches
- trails

Section 7.2.3: Facilities at Sites
- washrooms
- picnic tables
- fire pits
- fire wood
- garbage cans
- recycling containers
- outdoor display signs

Section 7.2.4: Special Facilities at Cedar Spring
- playground
- tennis court
- drinking water
- showers

Section 7.2.5: Interpretive Programs
- talks at campsites
- talks at docks
- outdoor theatre programs
- children's programs
- special events
- guided walks

Section 7.2.6: Visitor Centre
- information
- audio visual presentation
- staff
- exhibits

Section 7.2.7: Written Material
- self-guiding trail booklets
- trail signs
- outdoor displays
- newsletters

Section 7.2.8: Other
- Natural Setting of Park
- Emergency Assistance

Each subsection will include the graphs for all categories and a short summary.

7.2.2 Satisfaction with Sites of Use

These five graphs shows that respondents are generally satisfied with the physical sites at the Park, with one notable exception: docks. As reported from Figure 7.3, respondents want more docks. Thus, it is not surprising that 24% said they were not satisfied with the docks.

A high percentage of respondents did not use or did not notice the campgrounds. This suggest some degree of isolation between campers and boaters.

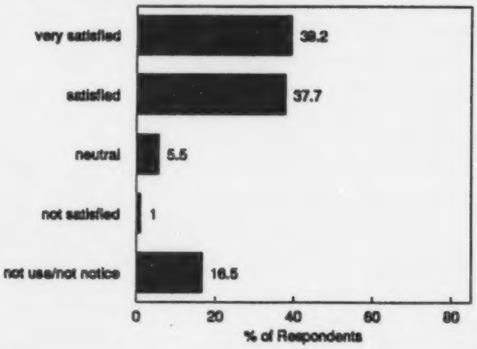


Figure 7.11: Satisfaction - Trails

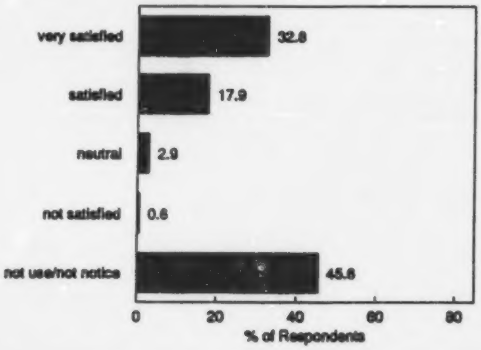


Figure 7.12: Satisfaction - Campgrounds

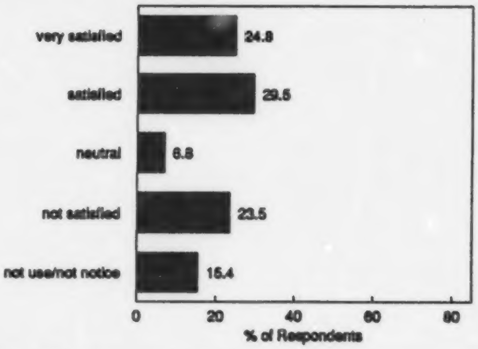


Figure 7.13: Satisfaction - Docks

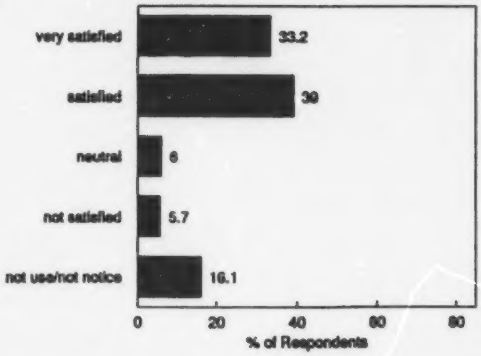


Figure 7.14: Satisfaction - Beaches

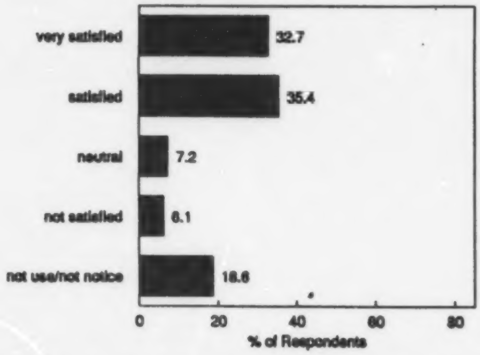
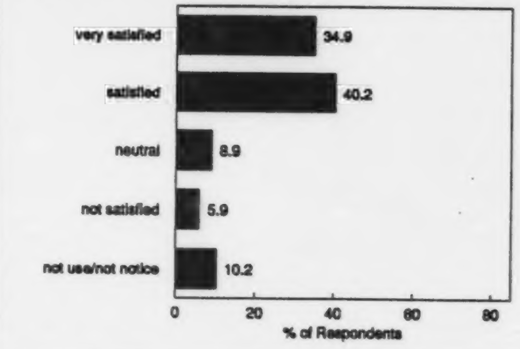


Figure 7.15: Satisfaction - Swimming Area

7.2.3 Satisfaction with Facilities at Sites

Respondents are generally happy with the washrooms and picnic tables at the sites. In both cases, there was almost an equal split between satisfied and very satisfied users. Picnic tables had a slightly higher percentage of did not use/did not notice respondents (18%), but even this figure is not particularly high.

Figure 7.16: Satisfaction - Washrooms



Figures 7.18 and 7.19 deal with firewood and fire pits. Again, there is a high level of satisfaction with both of these facilities. In both cases, the majority chose 'very satisfied', and only a very small minority chose 'not satisfied'. However, there was a high degree of non-use or not notice for these two facilities (33% for firewood, and 31% for firepits). This indicates that firewood is not an important issue for about one-third of respondents, but this groups represents primarily moored boaters who have no need for such services (see Chapter 10). For those who do use the firewood, most are very satisfied with the service.

Figure 7.17: Satisfaction - Picnic Tables

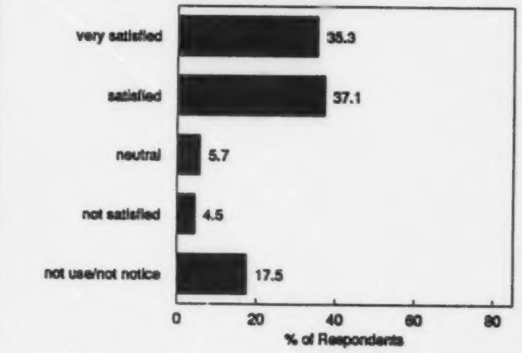


Figure 7.18: Satisfaction - Firewood

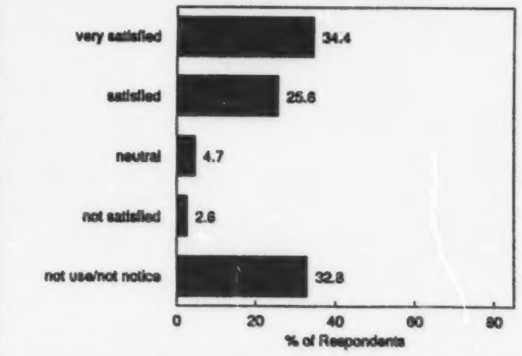
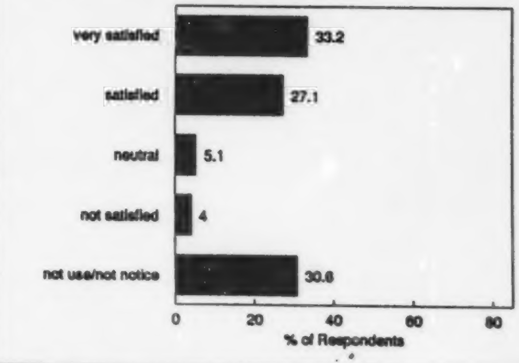


Figure 7.19: Satisfaction - Fire Pits



7.23 Satisfaction with Facilities at Sites (Cont'd)

Respondents are generally (but not overly) satisfied with the outdoor display signs. Recycling containers are not well-used or well-noticed by respondents. Those who do use them are mostly satisfied, but a significant portion (18%) are not satisfied. This is probably a reflection of the fact that many respondents feel there are not enough recycling boxes, as reported in the previous section.

Garbage cans received a high measure of satisfaction from respondents.

Figure 7.20: Satisfaction - Outdoor Display Signs

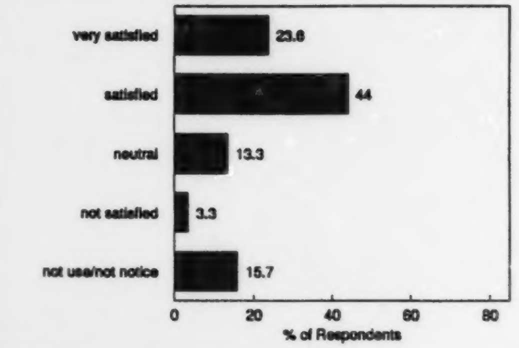


Figure 7.21: Satisfaction - Recycling Containers

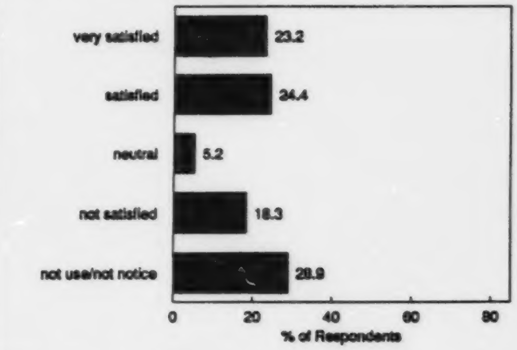
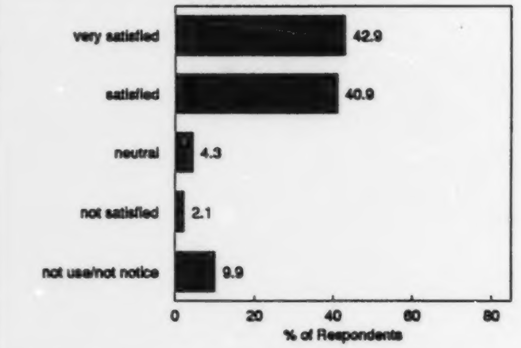


Figure 7.22: Satisfaction - Garbage Cans



7.2.4 Satisfaction with Special Facilities at Cedar Springs

The four figures on this page all refer to the special facilities offered at Cedar Springs. The most striking feature about all of these graphs is that in all cases, more than half of the respondents did not use or did not notice the facility.

The small minority who did have an opinion about the playground and tennis courts were generally satisfied with the facility. A full 85% of respondents did not use or did not notice the tennis court.

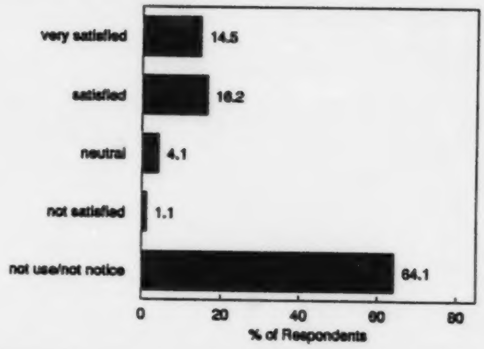


Figure 7.23: Satisfaction - Playground at Cedar Sp.

The showers and drinking water showed slightly higher rates of use than the playground and tennis courts. Still, 52% of respondents did not use or did not notice the shower facility, while the percentage was 57% for the drinking water. Thirty percent of respondents were either satisfied or very satisfied with the showers, but a significant number (12%) were not satisfied.

Users of the drinking water at Cedar Spring are generally satisfied with the facility.

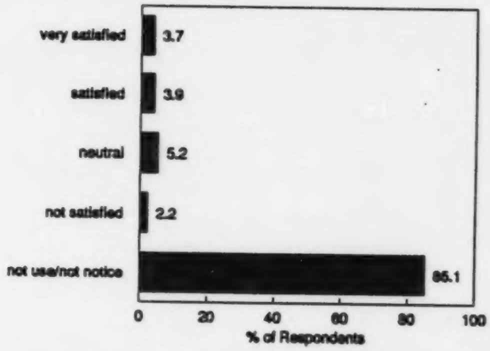


Figure 7.24: Satisfaction - Tennis Court at Cedar Sp.

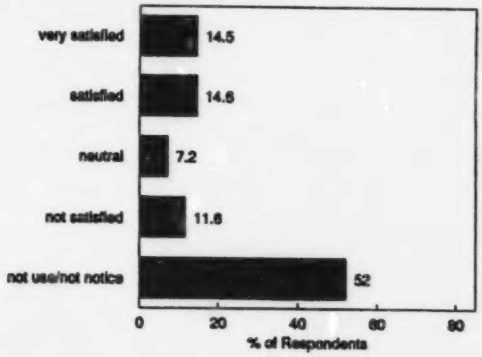


Figure 7.25: Satisfaction - Showers

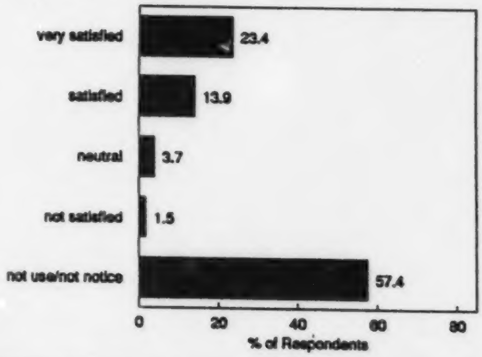


Figure 7.26: Satisfaction - Drinking Water Cd Sp.

7.2.5 Satisfaction with Interpretive Programs

Figure 7.27: Satisfaction - Talks at Docks

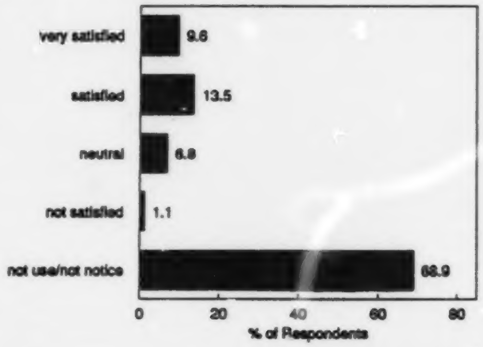


Figure 7.28: Satisfaction - Talks at Campsites

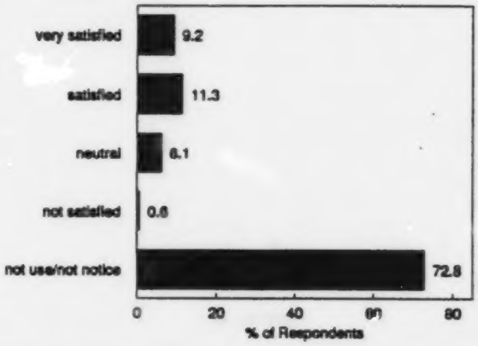


Figure 7.29: Satisfaction - Childrens Programs

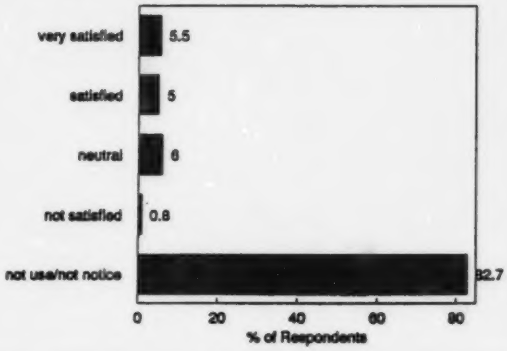


Figure 7.30: Satisfaction - Outdoor Theatre

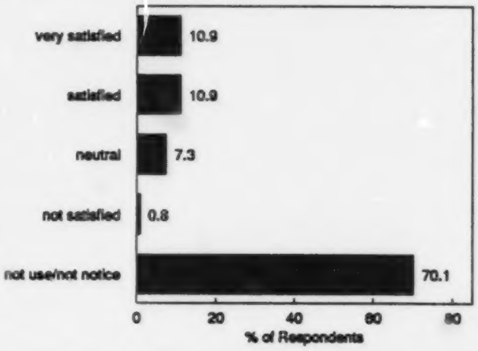


Figure 7.31: Satisfaction - Guided Walks

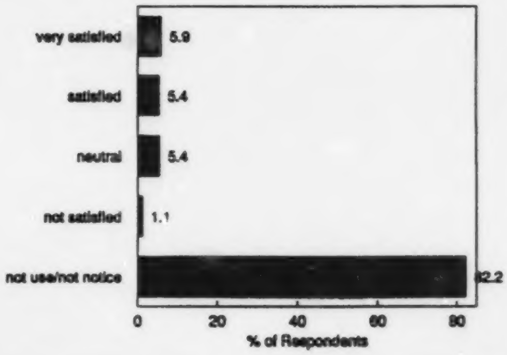
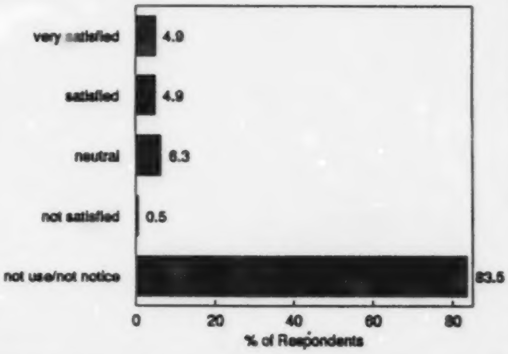


Figure 7.32: Satisfaction - Special Events



7.2.5 Satisfaction with Interpretive Programs (Continued from previous page)

The previous page displays the graphs for six categories of interpretive programs. It is obvious that interpretive programs are not an important part of the visitor's experience at the Park. The percentages for the 'did not use/did not notice category ranged between 69% for talks at docks to 84% for special events.

Of the six programs, talks at docks and campsites, and outdoor theatre showed the highest level of visitor satisfaction. The overall results, however, suggest that the majority of respondents simply are not interested in interpretive programs.

7.2.6 Satisfaction with Visitor Centre (refers to graphs on this page)

On the whole, visitor centre services were better received than interpretive programs, but there was still a fair amount of non-use or non-notice of these services. Audio-visual presentations and exhibits were both high in the did not use/did not notice category.

Visitor centre staff was noticed or used by slightly more respondents, and those who did use the service were generally satisfied, with 31% saying they were very satisfied.

Visitor Centre information had the most interest by respondents, but still had 28% did not use/did not notice. Again, those who did use the service were generally satisfied.

Figure 7.33: Satisfaction - Visitor Centre A\V

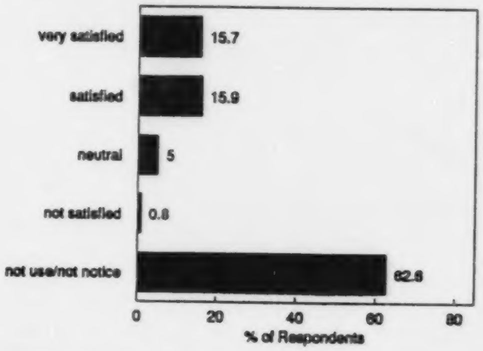


Figure 7.34: Satisfaction - Visitor Centre Information

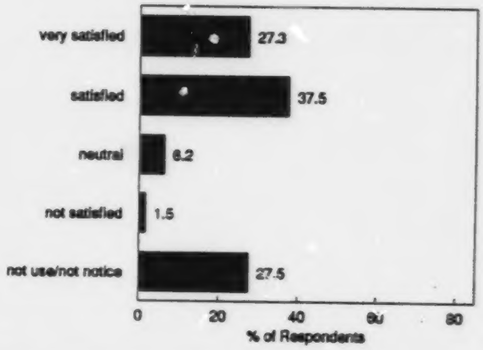


Figure 7.35: Satisfaction - Visitor Centre Exhibits

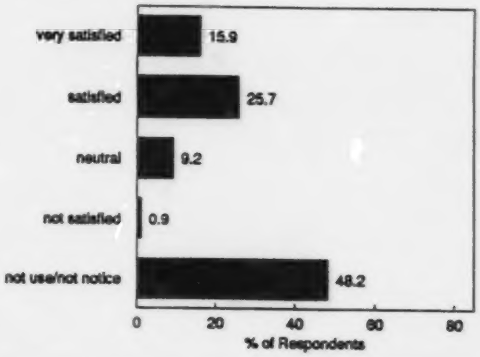
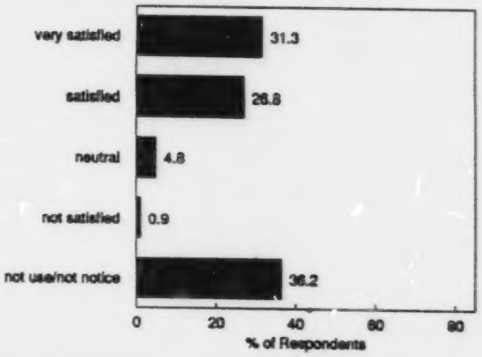


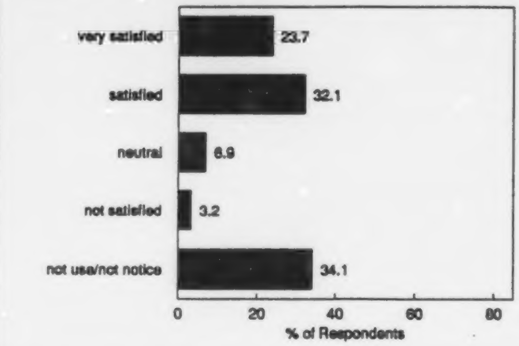
Figure 7.36: Satisfaction - Visitor Centre Staff



7.2.7 Satisfaction with Written Material

The level of satisfaction between self-guiding trail books and trail signs were very similar. Both showed moderate degrees of non-use or non-notice, with the rest of the users generally satisfied with the service. One note of interest is that 6% of respondents were not satisfied with the trail signs. This is a small but significant percentage.

Figure 7.37: Satisfaction - Self-Guiding Books



Outdoor Displays (Figure 7.39) and Newsletters (Figure 7.40) both showed fairly high percentages of non-use or non-notice. Once again, the response from those who did use these services was generally favourable.

Figure 7.38: Satisfaction - Trail Signs

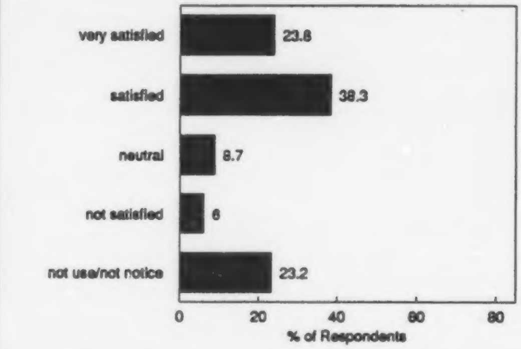


Figure 7.39: Satisfaction - Outdoor Displays

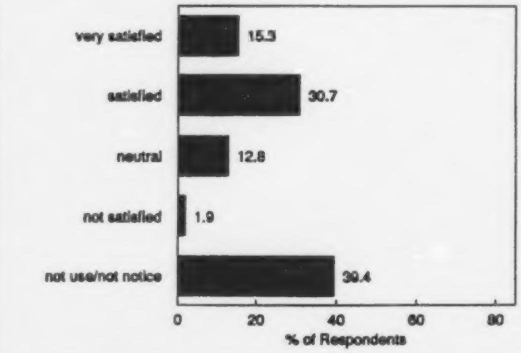
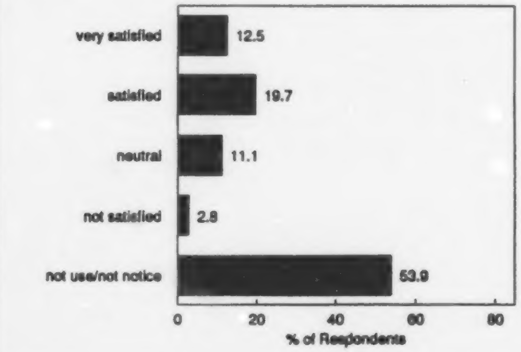


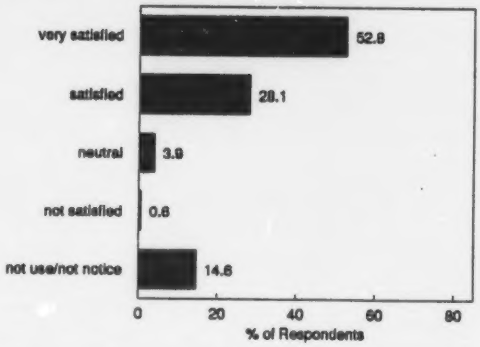
Figure 7.40: Satisfaction - Newsletters



7.2.8 Satisfaction with Other Aspects of the Park

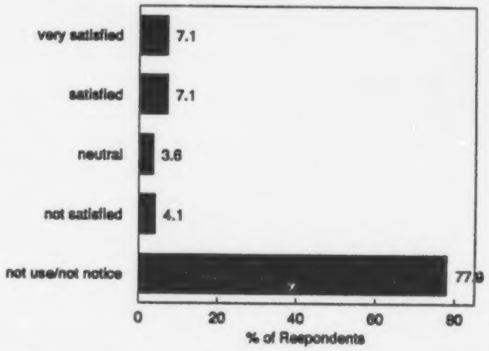
Most respondents (53%) chose 'very satisfied' for the category of 'Natural setting of the Park', and a further 28% chose 'satisfied'. Surprisingly, a full 15% of respondents said they did not use or did not notice the natural setting of the Park.

Figure 7.41: Satisfaction - Natural Setting of Park



Most respondents (78%) did not use or did not notice the emergency services of the Park. This is one case where a high rate of non-use is a good thing. Of those who did rate the emergency services 14% were either very satisfied or satisfied. However, of the 22% who rated emergency services, 4% said they were not satisfied. For such an important service, this small percentage should not be ignored.

Figure 7.42: Satisfaction - Emergency Assistance



7.3 Desirability of Park Services, Facilities and Programs

Table 7.1 : Desirability of Services, Facilities, and Programs

Category	% of respondents				
	very desirable	slightly desirable	desirable	not very desirable	not at all desirable
playground at Cedar Spring	21.0	11.8	21.9	16.4	28.9
tennis court at Cedar Spring	8.2	6.8	16.7	24.5	43.8
fire wood	49.9	8.4	20.2	8.9	12.5
natural setting of park	79.7	4.9	12.0	1.3	2.1
Visitor Centre	29.9	22.4	30.9	8.3	8.5
Interpretive Programs	23.5	22.2	30.5	12.3	11.5
Emergency Assistance	70.7	8.3	16.1	1.9	3.1

This section deal with the desirability of facilities and programs in the Park. Responses to these questions must be interpreted with care, because indicating desirability for a service, and actually using that service are two different things, and there may be a tendency to overestimate desirability.

The majority (29%) of respondents indicated that a playground at Cedar Spring was not very desirable. However, an even higher majority (44%) indicated that a tennis court at Cedar Spring was not very desirable. If any facility needed to be eliminated, it seems that the tennis court would be missed least.

In contrast, fully half of respondents indicated that fire wood was very desirable, with only 9% choosing not very desirable. Firewood seems to be a well-received service at the Park.

Figure 7.43: Desireability - Playground Cd Sp

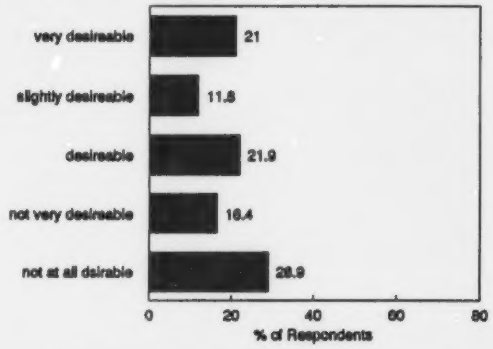


Figure 7.44: Desireability -Tennis Court at Cd Sp

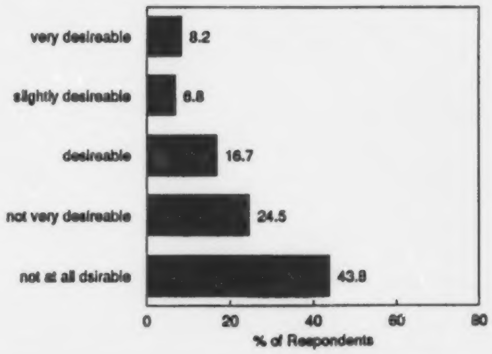
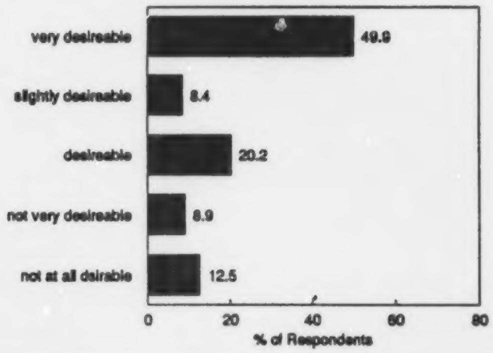


Figure 7.45: Desireability - Fire Wood



An overwhelming majority (80%) of respondents indicated that the Natural Setting of the Park was very desirable to them. This is a confirmation of results presented in Figure 4.13, where almost 90% of respondents indicated that the setting of the Park was an important part of the experience they were seeking.

While most respondents indicated some degree of desirability for the Visitor Centre, the support was certainly limited.

Figure 7.46: Desirability - Natural Setting

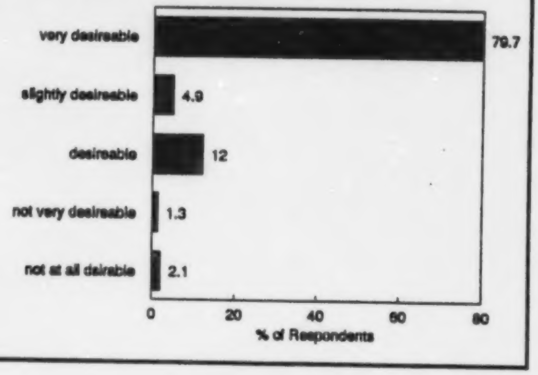
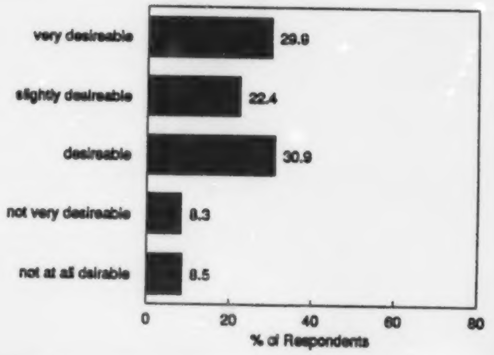


Figure 7.47: Desirability - Visitor Centre



Similarly, desirability for interpretive programs was modest, but not overwhelming. The majority (31%) chose only desirable, while almost 24% indicated that interpretive programs were not desirable.

Emergency assistance was found to be very desirable by most (71%) respondents. This comes as no surprise, as emergency services could probably be considered as an essential service at a National park.

Figure 7.48: Desirability - Interpretive Programs

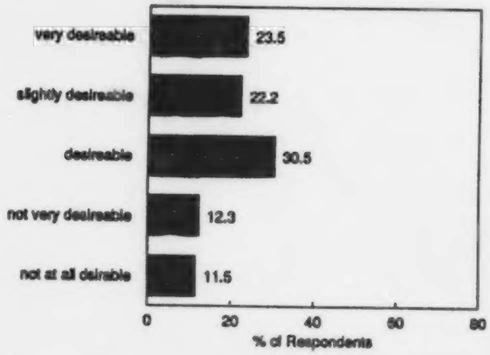
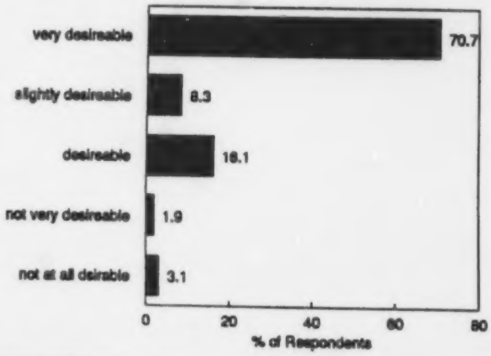


Figure 7.49: Desirability - Emergency Assistance



7.4 Factors Detracting from Enjoyment of Park

Question 30 of the survey asked respondents whether 10 different factors detracted from their enjoyment of the Park. Table 7.2 summarizes these results, with graphical summaries on the next two pages.

The biggest factor detracting from the enjoyment of the Park was too many boats at the dock, with 29% saying they detracted a lot and 18% saying they detracted a little. More than half of the respondents cited this factor as a detraction from their visit.

Generators running was the next most problematic factor, followed by respondents not being able to get their desired site. Other significant problems include too many boats in the water and too many people.

These results reflect a general displeasure with overcrowded conditions at the Park.

Table 7.2: Detract from Visit Percentages

	A Lot	A Little	Not at All
too many people	13.4	31.6	55.0
too many boats at dock	29.4	28.0	42.6
too many boats in water	16.0	27.9	56.1
noise from outside Park	4.5	11.7	83.8
noise from other visitors	12.8	26.6	60.7
generators running	18.7	21.9	59.4
could not get desired site	16.8	27.7	55.5
poor water quality	10.8	20.5	68.7
boating hazards	10.2	23.4	66.4
dogs off leash	17.0	18.6	64.4

Figure 7.50: Detract - Too Many People

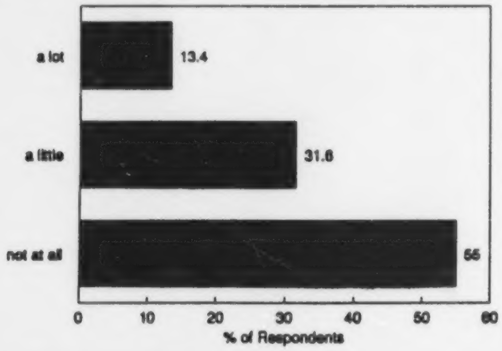


Figure 7.51: Detract - Too Many Boats at Dock

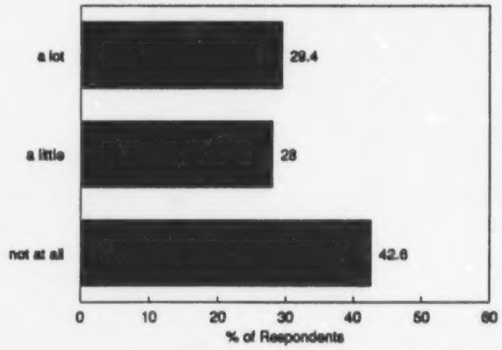


Figure 7.52: Detract - Too Many Boats in Water

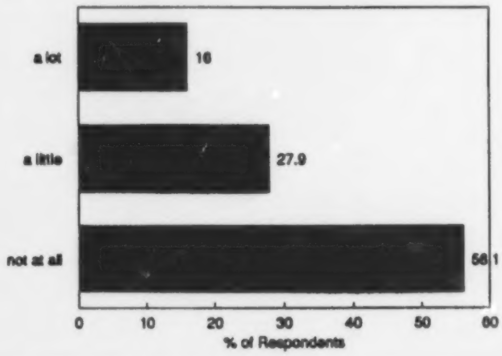


Figure 7.53: Detract - Noise from outside Park

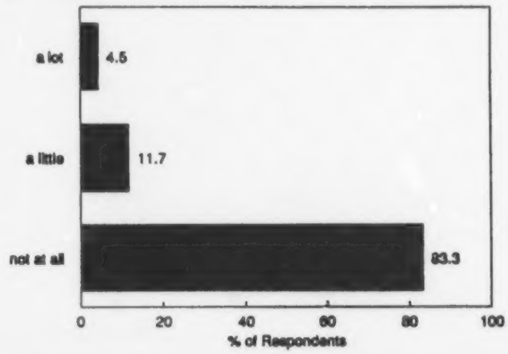


Figure 7.54: Detract - Noise from other Visitors

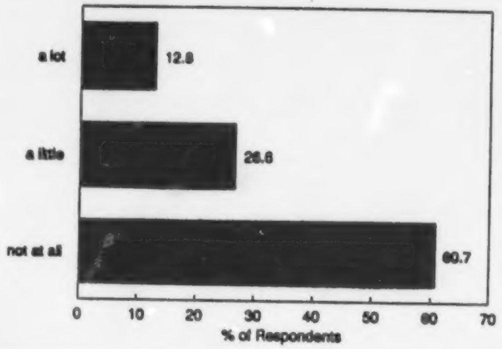


Figure 7.55: Detract - Generators Running

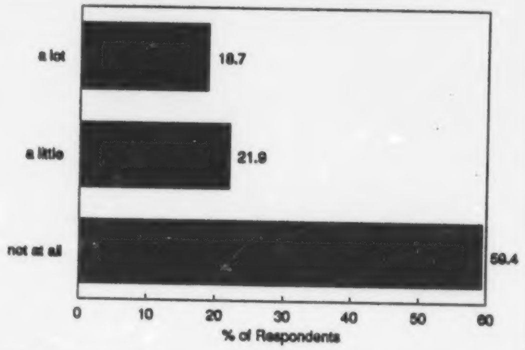


Figure 7.56: Detract - Not Get Desired Site

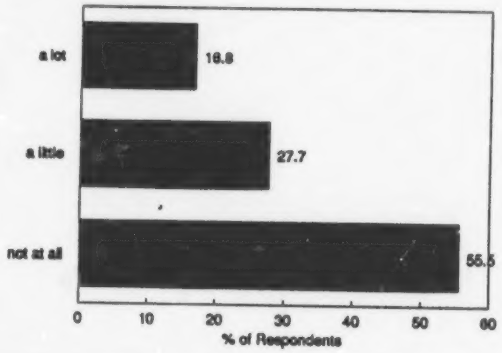


Figure 7.57: Detract - Poor Water Quality

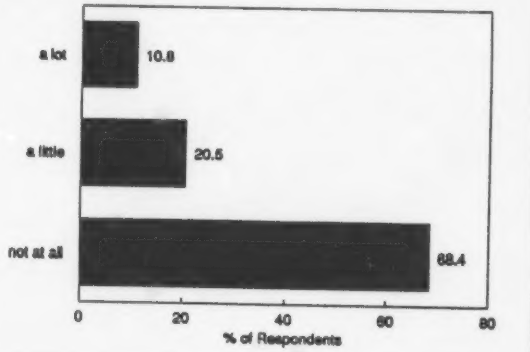


Figure 7.58: Detract - Boating Hazards

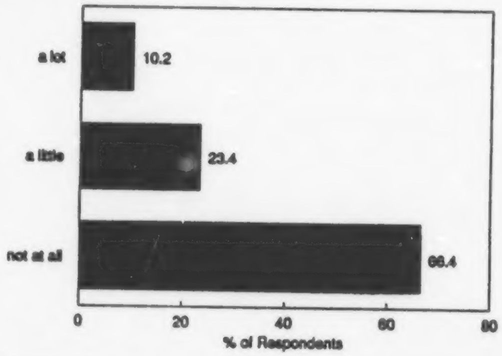
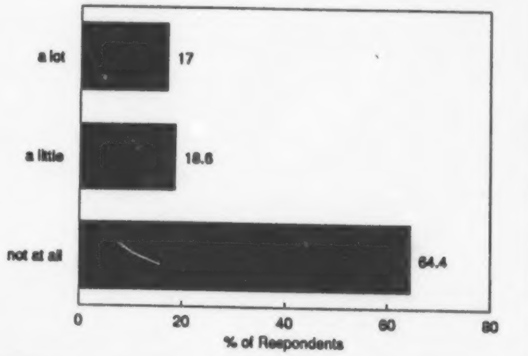


Figure 7.59: Detract - Dogs Off Leash

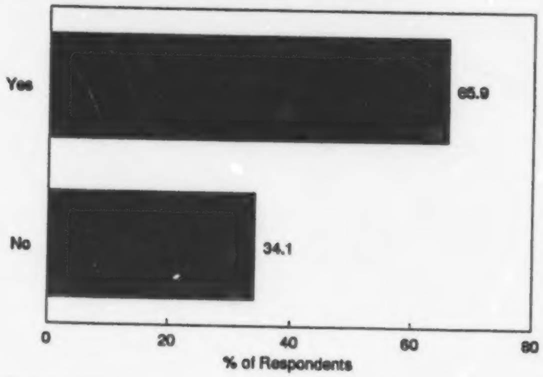


8.0 PARK TRAILS

8.1 Use of Park Trails

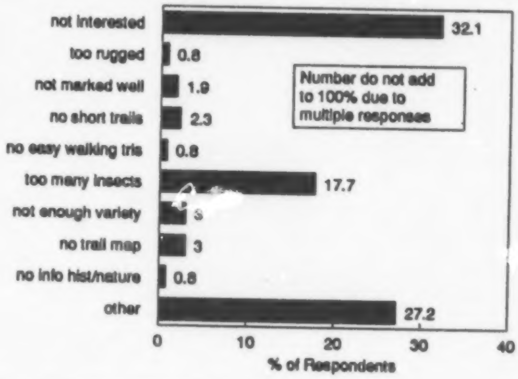
Figure 8.1 shows that the majority of respondents (66%) used the Park Trail System on Beausoleil Island. This is a particularly high percentage when coupled with the fact that many boats in the Park anchor out and never come on the island, or only use nearby facilities that do not involve trail use. Thus, the trails seem to be quite popular for those who are on the island.

Figure 8.1: Did you use the Trail System



Those who did not use the trails were asked for their reasons, and the results are presented in Figure 8.2. The two major reasons were lack of interest and too many insects. The other reasons given as selection were not important factors in the non-use of trails.

Figure 8.2: Reasons Why Not Use Trails



There were a list of reasons given under the 'other' category by respondents. These are listed in Table 8.2. Most simply said they had no time for trail use. Other important reasons included 'snakes' and 'anchored on boat'.

Table 8.1 : Other Reasons for Not Using Trails

Reason	# of respondents
no time	34
snakes	12
anchored on boat	10
not know about	4
baby/young child	3
rainy weather	3
health reasons	2
have done before	2
poison ivy	1
no trails/Beausoleil	1

8.2 How Could Trail System be Improved

All respondents were asked for their input on ways the trails could be improved. Panels on history and nature were cited as a important improvement by 35% of respondents. Self-guiding pamphlets were another popular choice (29%).

These answers must be looked at carefully, because the question lists a selection of possible choices. Choosing something as a possible improvement does not necessarily mean that same person would actually use the suggested change if it were implemented.

Figure 8.3: How could Trail System be improved

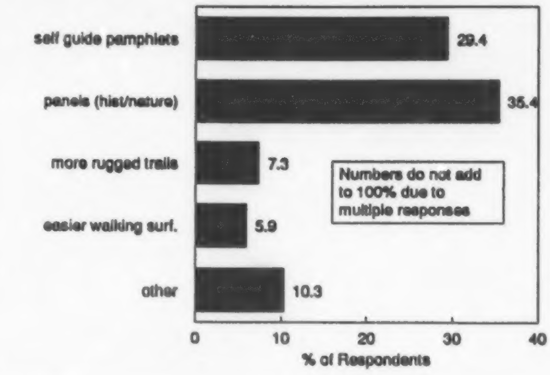


Table 8.2 lists the possible improvements respondents filled in under the 'other' category. These answers involve more input by the respondent because they are not prompted for the choice, but have thought of it themselves.

Thus, the fact that 48 respondents suggested direction signs/markers as a possible improvement is significant. Although the trails already have some markers in place, it is obvious that they are not enough to satisfy the users. Addition or supplementation of such direction signs and markers would probably be well received.

Table 8.2 : Other Suggestions for Improving Trails

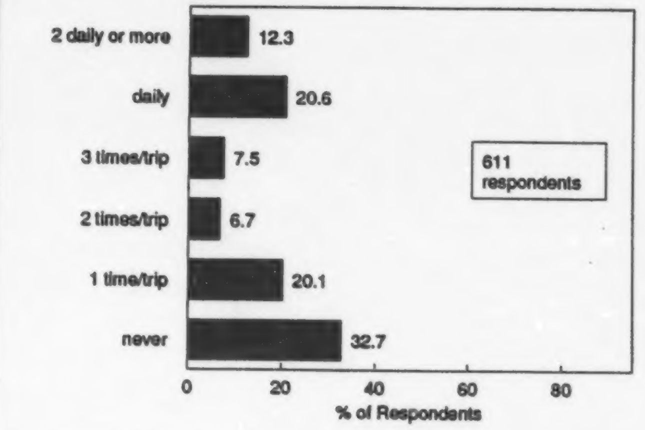
Reason	# of respondents
direction signs/markers	48
no poison ivy	6
repair vandalism/damage	6
get rid of bugs	5
mountain bike trails	3
drinking water	1
ban mountain bikes	1
fishing dock on lake	1
guided walks	1
more trails	1

9.0 RECREATIONAL ACTIVITIES

Figure 9.1 indicates the level of interest expressed by the respondents in fishing at the site. A majority of respondents (67.3%) indicated that they participated in fishing, while 33% did not. About 33% of the respondents indicated that they fished once or more daily during their stay at the site.

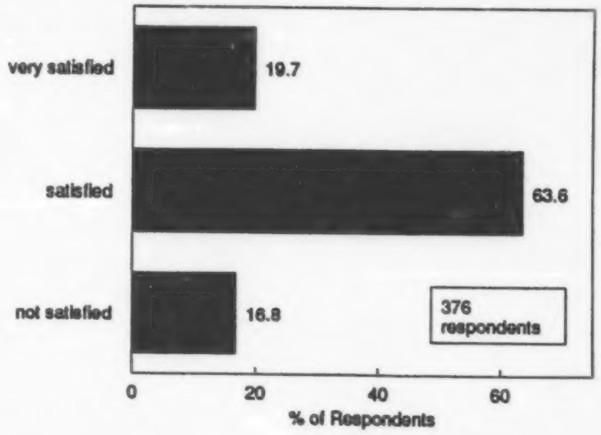
The response rate to the question was high, indicating general interest in fishing by respondents.

Figure 9.1: Frequency -fishing



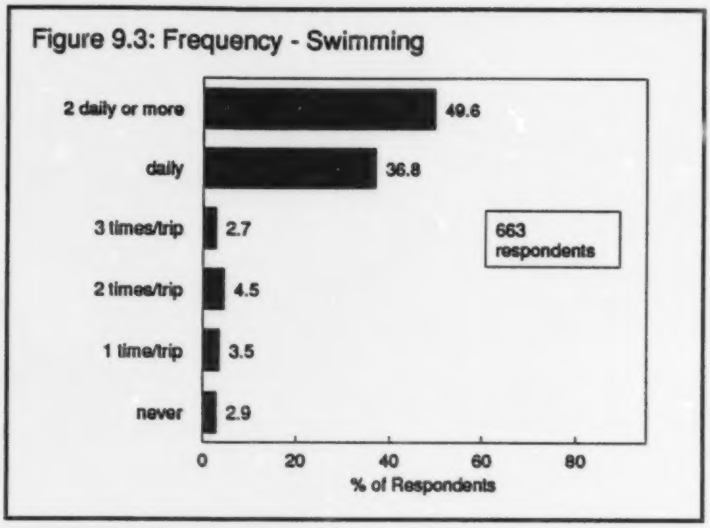
Most respondents (64%) are satisfied with fishing at the Park. The rest showed an even split between very satisfied and not satisfied.

Figure 9.2: Satisfaction -fishing



Swimming was one of the activities respondents participated in very often. Only 3% never swam at the Park, while 86% swam at least once a day. These figures indicate a strong interest in swimming by the respondents.

Figure 9.3: Frequency - Swimming



As to the level of satisfaction expressed by the respondents who did swim during their stay, the majority (about 95%) were satisfied or very satisfied with this activity.

Figure 9.4: Satisfaction - Swimming

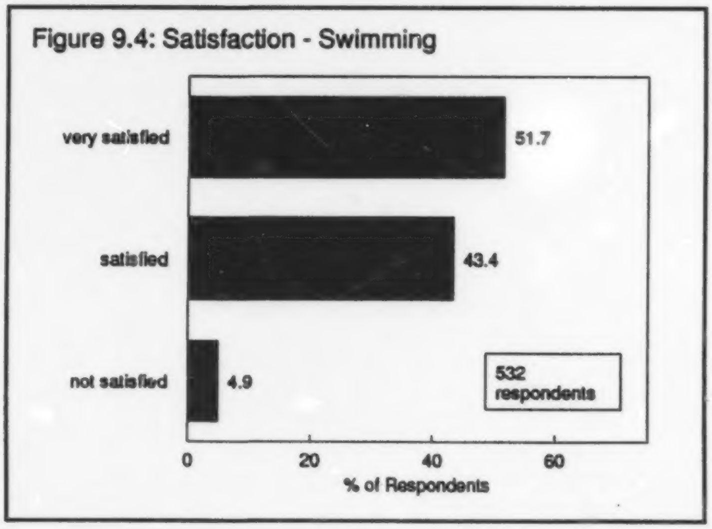
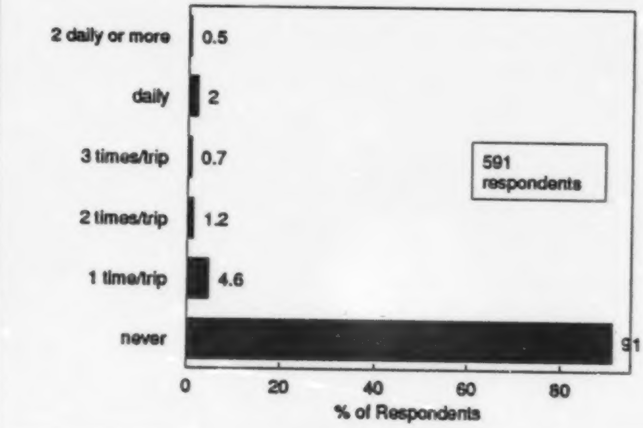


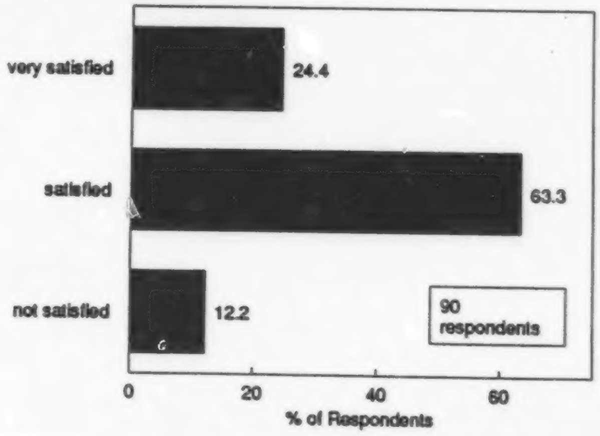
Figure 9.5 shows the frequency of participation in tennis by respondents. It is obvious than tennis is not an important activity to most respondents, as 91% stated that they never participate in tennis. Others answers in this survey certainly bear out this opinion. For example, in Figure 7.44, 64% of respondents indicated that tennis courts were not desirable or not at all desirable.

Figure 9.5: Frequency - Tennis



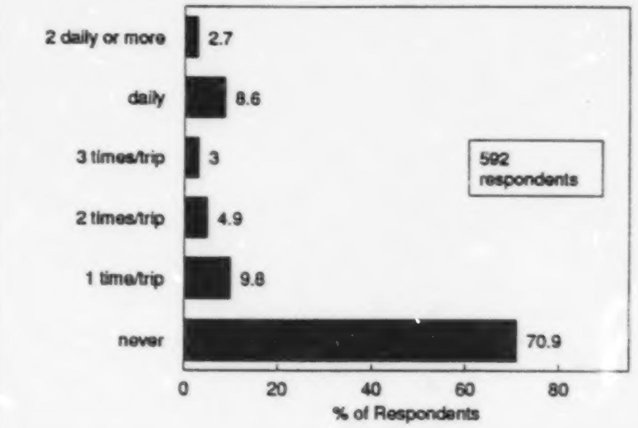
Of those who did play tennis during their stay at GBINP, a significant percentage (12.2%) indicated dissatisfaction with playing tennis at the site. Only a relatively small (24.4%) number of respondents indicated that they were very satisfied with tennis. Only 90 respondents answered this question, again indicating the low level of interest in tennis at the Park.

Figure 9.6: Satisfaction - Tennis



The playground at Cedar Spring shows a similar lack of use pattern as the tennis courts, although it is not quite as pronounced. Seventy-one percent of respondents never use the playground during a typical trip to the Park.

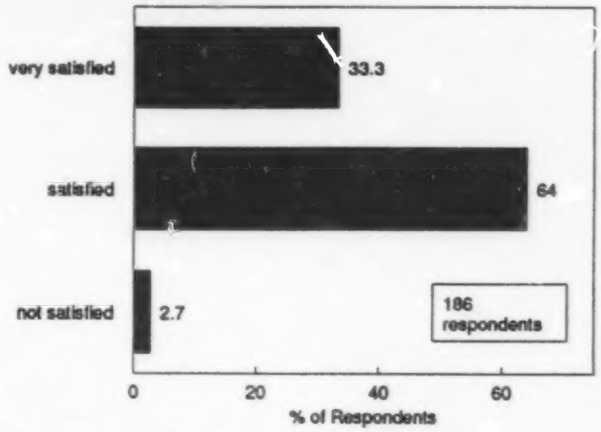
Figure 9.7: Frequency - Playground



Apparently, no significant dissatisfaction is experienced by those visitors who do use the playground at Cedar Spring. Figure 9.8 indicates satisfaction with the activity by about 97% of the respondents, with one-third indicating that they were very satisfied.

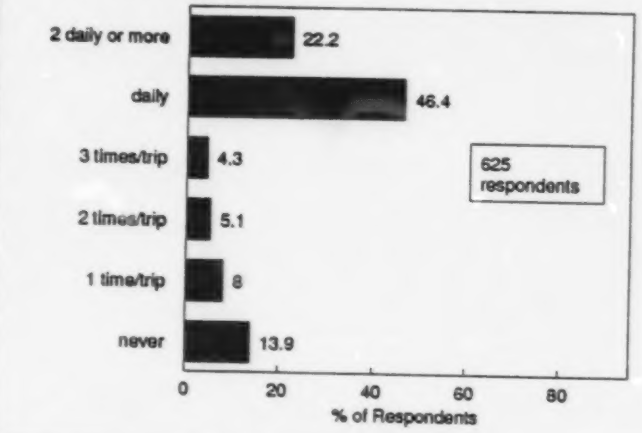
However, response rates for this question were very low (only 186 respondents) - again, an indication of low levels of interest.

Figure 9.8: Satisfaction - Playground



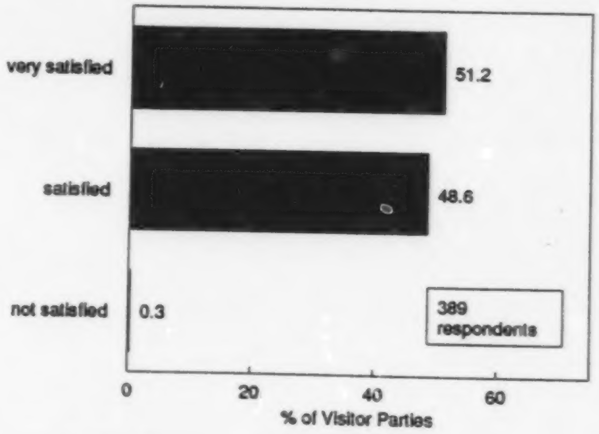
Almost half of the respondents pursue reading during their leisure time at the site on a daily basis.

Figure 9.9: Frequency - Reading



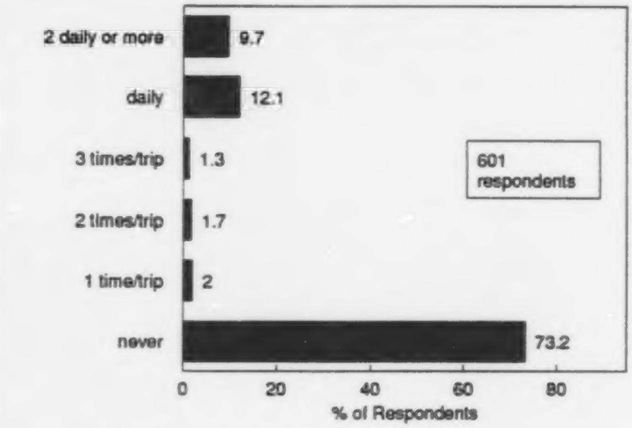
Dissatisfaction with reading is indicated by an insignificant percentage of respondents; this information is nevertheless seen to be of very limited use for planning purposes.

Figure 9.10: Satisfaction - Reading



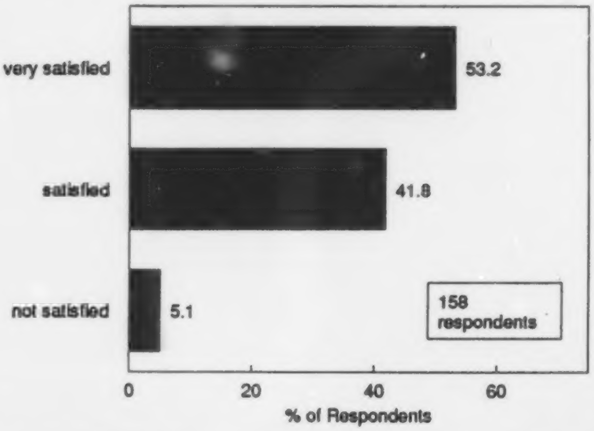
Most respondents (73%) do not participate in sailing during a typical visit to GBINP. The minority who do sail during their visit seem to do it very often, with 21.8% indicating they sailed at least once per day.

Figure 9.11: Frequency - Sailing



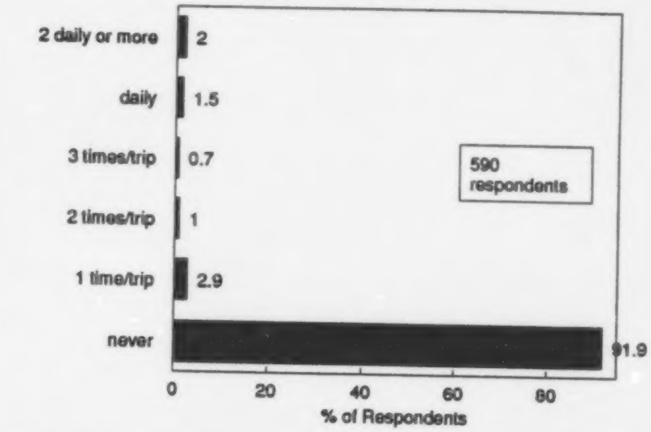
Regarding the level of satisfaction with sailing, overall satisfaction seems apparent. However, a small percentage (5.1%) did express dissatisfaction with sailing at the site.

Figure 9.12: Satisfaction - Sailing



The percentage of respondents who participate in windsurfing during typical visit to the Park is almost negligible (8%). Fully 92% of respondents do no participate in windsurfing.

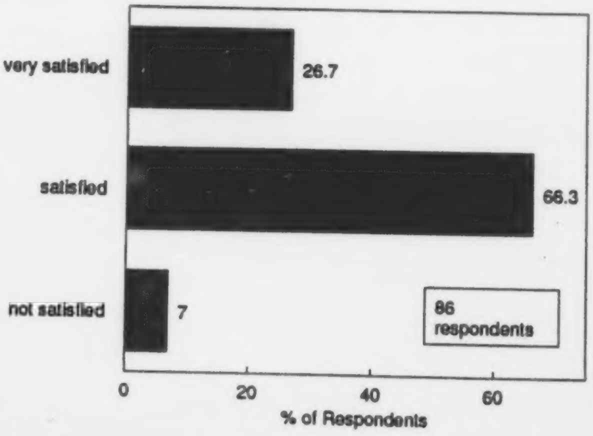
Figure 9.13: Frequency - Windsurfing



Most of the participants were satisfied with windsurfing at the site. However, 7% of the respondents were not satisfied with the activity.

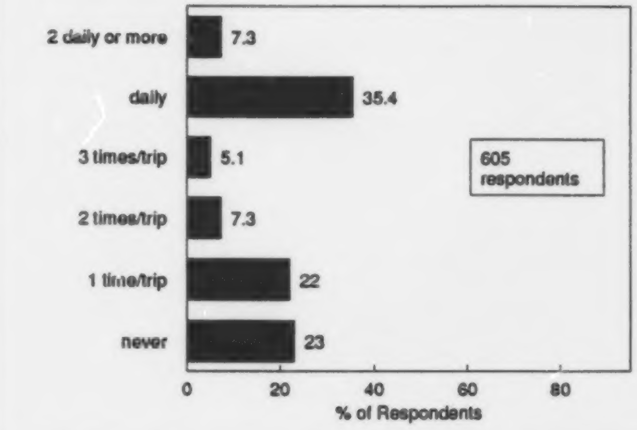
Only 86 respondents answered this question.

Figure 9.14: Satisfaction - Windsurfing



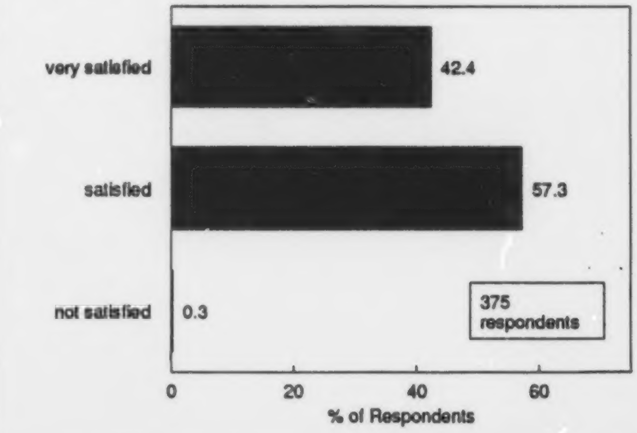
About 75% of the respondents were involved in studying nature during their stay at the site, of which 40% did so on a daily basis. Studying nature proved to be a relatively popular activity at the Park.

Figure 9.15: Frequency - Studying Nature



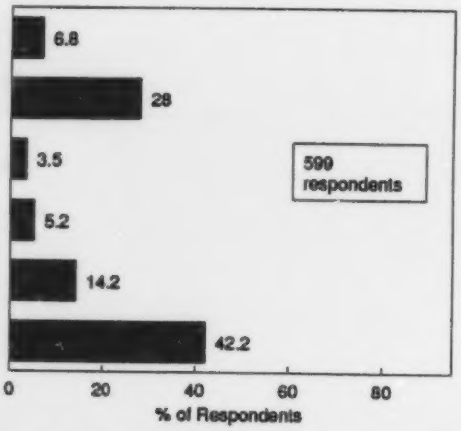
Almost all the respondents in this category expressed satisfaction with 'studying nature' at the Park.

Figure 9.16: Satisfaction - Studying Nature



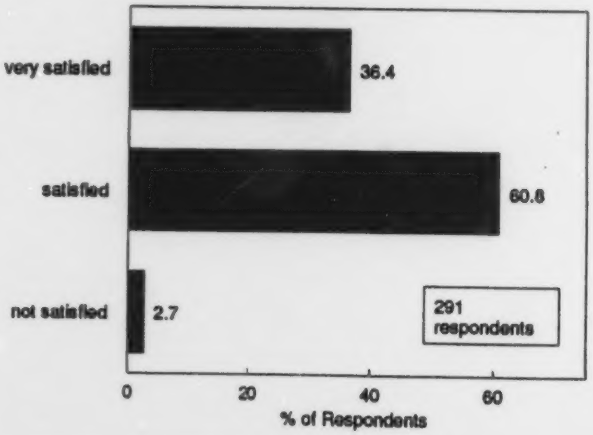
More than 50% of the respondents indicated interest in bird watching at the site. A significant percentage (35%) indicated that bird watching was part of their daily schedule during the stay.

Figure 9.17: Frequency - Bird Watching



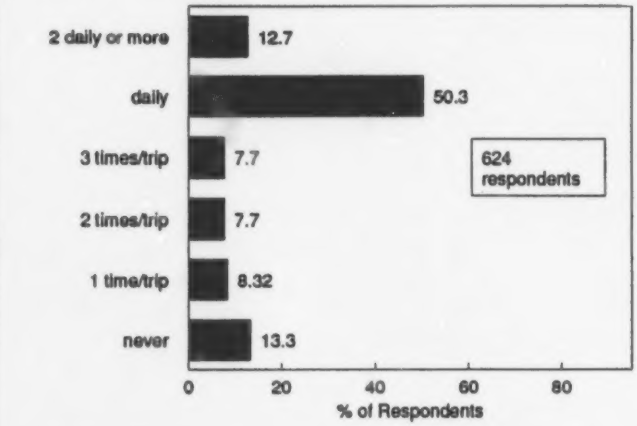
A very small percentage (2.7%) of respondents indicated dissatisfaction with participation in bird watching. The majority (61%) were satisfied, and 36% were very satisfied with this activity.

Figure 9.18: Satisfaction - Bird Watching



Cruising is apparently one of the most popular activities pursued by the respondents during a typical visit to GBINP. While only 13.3% of the respondents indicated that they do not participate in cruising, 86.7% that they do participate. Almost 70% of those who cruise at the site do so on a daily basis.

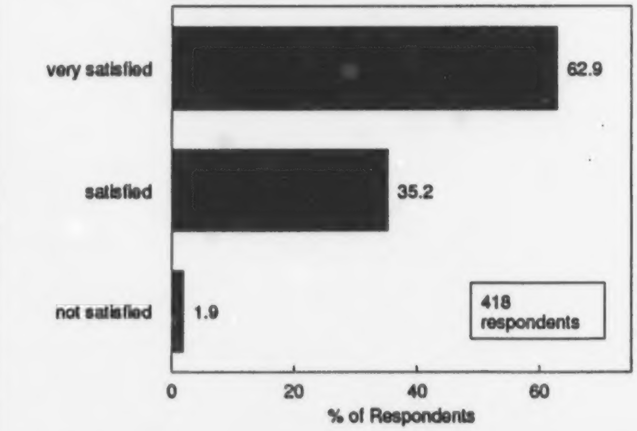
Figure 9.19: Frequency - Cruising



With a strong interest seen in cruising, only 1.9% indicated dissatisfaction with this activity. 62.9% of the respondents were 'very satisfied' while 35.2% were 'satisfied' with cruising at the site.

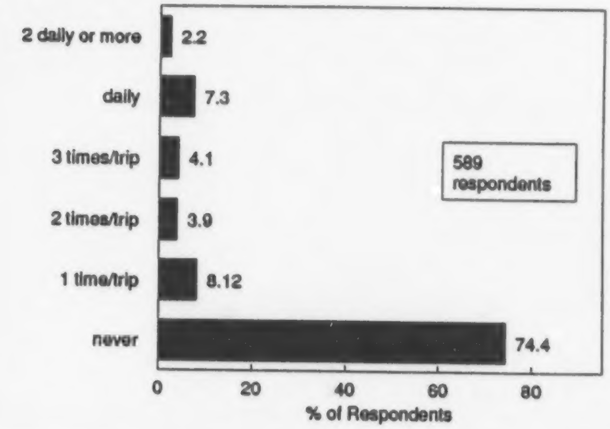
This activity had an extremely high satisfaction rating.

Figure 9.20: Satisfaction - Cruising



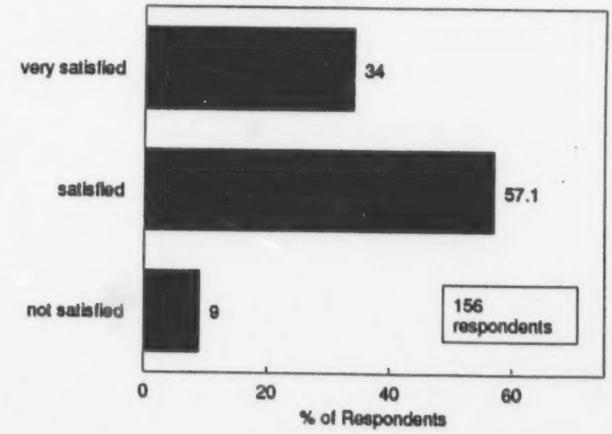
Only 9.5% of the respondents participated in waterskiing on a daily basis. Fifteen of the respondents did so occasionally, while about 75% indicated no participation in waterskiing at all.

Figure 9.21: Frequency - Waterskiing



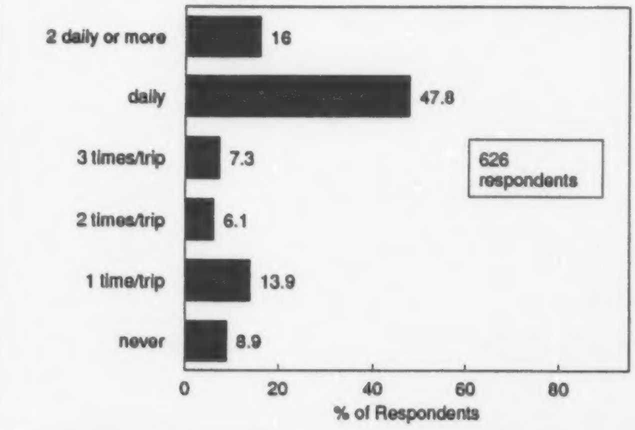
Respondents seem generally satisfied with waterskiing at the Park. Only 9% of the respondents were not satisfied with this activity, but response rate was again very low for this question.

Figure 9.22: Satisfaction - Waterskiing



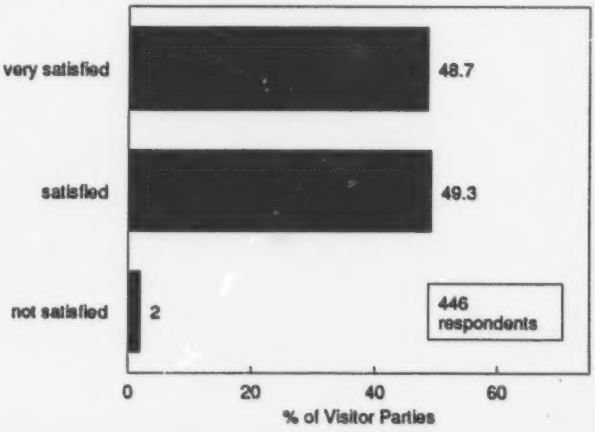
A vast majority of the respondents pursued walking as a regular activity during their stay at the site. Only 9% indicated a negative response to this activity. Those respondents who do participate in walking do so on a very regular basis, with 64% doing so at least once a day.

Figure 9.23: Frequency - Walking



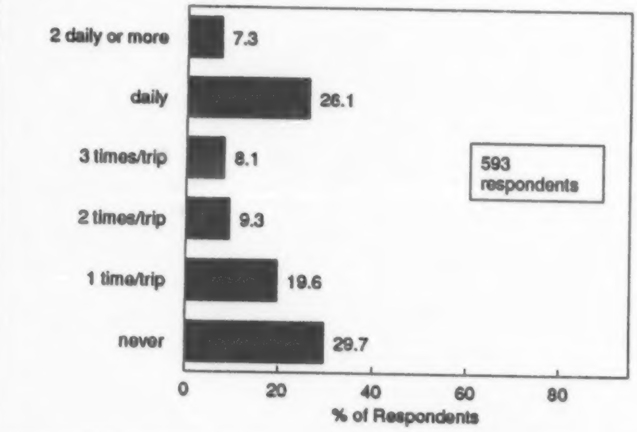
Respondents indicated a high degree of satisfaction with the activity of walking at the Park. Only 2% indicated that they were not satisfied.

Figure 9.24: Satisfaction - Walking



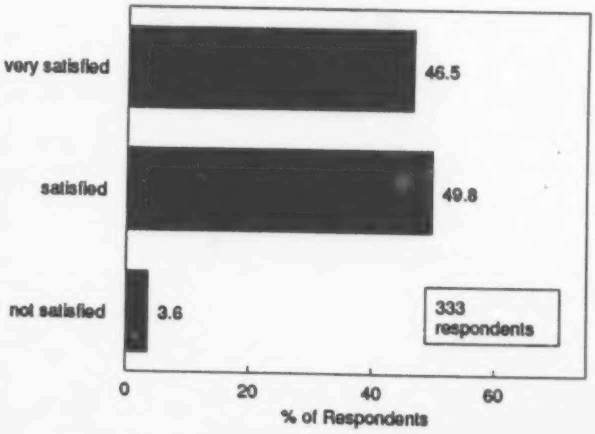
About 70% of the respondents indicated that they participated in hiking during their stay at GBINP, while half of these do so on a daily basis. Occasional participation in the activity accounts for the other 35% of the positive respondents, while 30% do not participate.

Figure 9.25: Frequency - Hiking



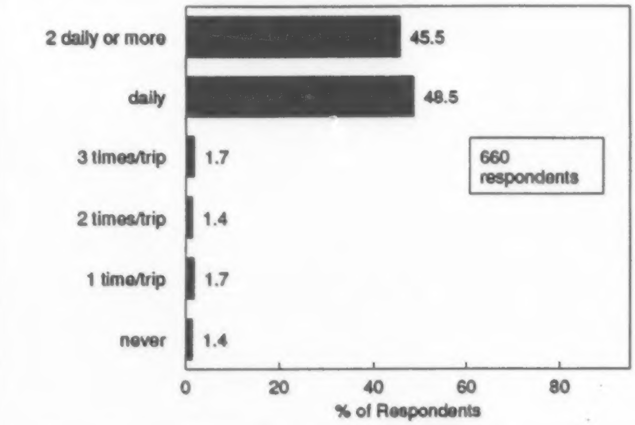
Respondents were generally satisfied with the activity of walking at the Park. Only 4% were not satisfied, while the rest were almost equally split between satisfied and very satisfied.

Figure 9.26: Satisfaction - Hiking



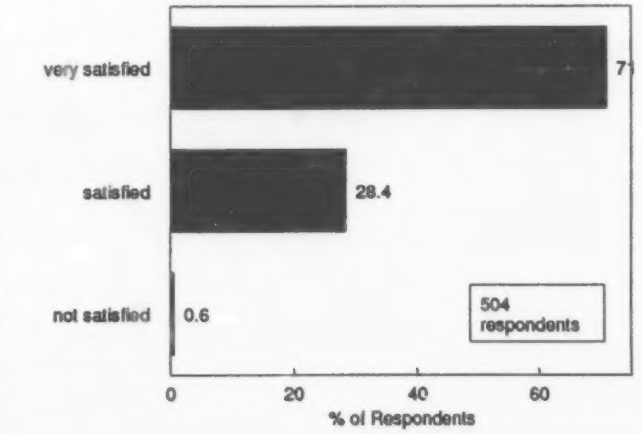
As expected, virtually all of the respondents indicated that they relax during a typical visit GBINP. After all, this is a National Park, and you cannot help but feel sorry for the 1.4% of respondents who indicate they never relax during their trip.

Figure 9.27: Frequency - Just Relaxing



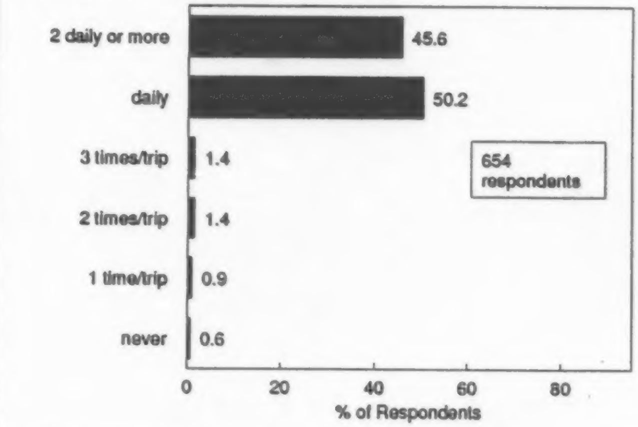
Almost all the respondents expressed satisfaction with relaxing at the site. Again the .6% who indicated they were not satisfied with relaxing have our sympathies.

Figure 9.28: Satisfaction - Just Relaxing



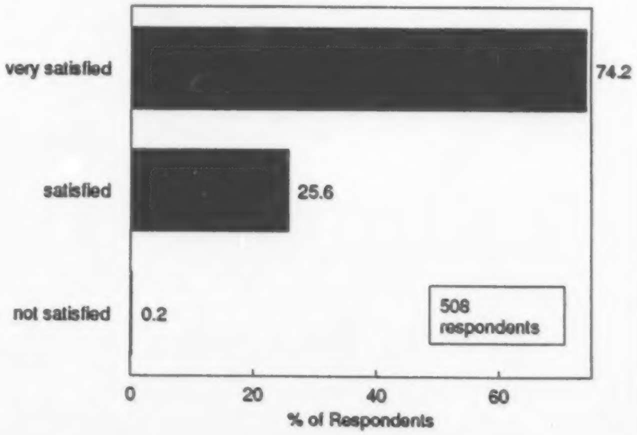
As expected in a typical visit to a park, almost all the respondents indicate enjoying scenery during their stay at the park. A vast majority of them do so on a daily basis.

Figure 9.29: Frequency - Enjoying Scenery



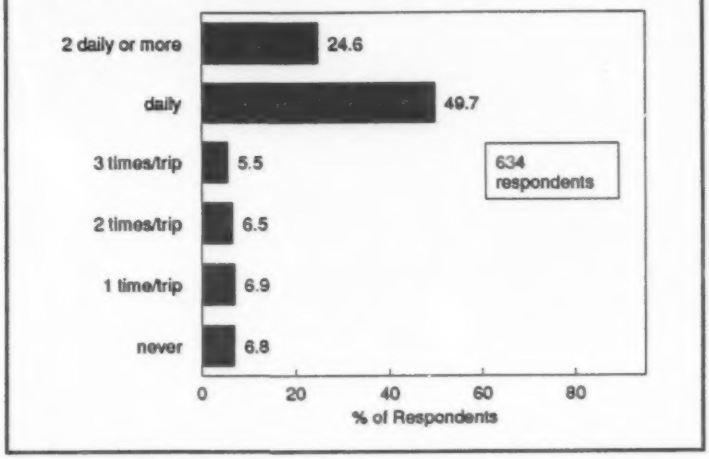
Respondents are immensely satisfied with the activity of 'enjoying scenery' at the Park, with 74% indicating that they are very satisfied, and only 0.2% indicating dissatisfaction.

Figure 9.30: Satisfaction - Enjoying Scenery



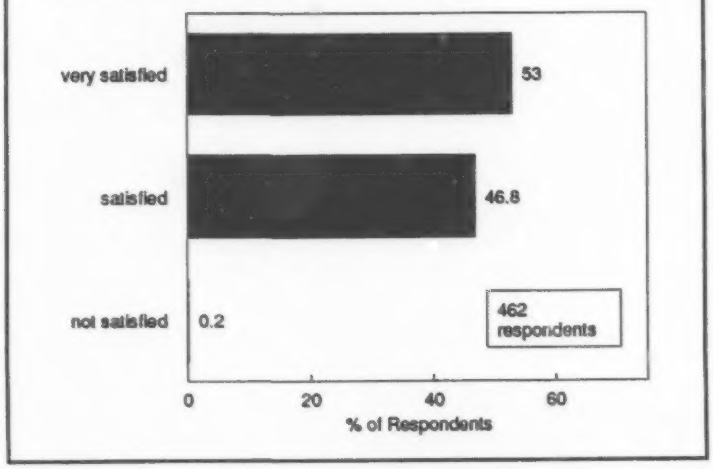
Socializing was another very popular activity at the Park, as 93% of respondents indicated that they participate in socializing.

Figure 9.31: Frequency - Socializing



Almost all the respondents expressed satisfaction with socializing at the site.

Figure 9.32: Satisfaction - Socializing



10.0 CROSS TABULATIONS BY VISITOR TYPE

10.1 Introduction

In the original planning for this survey, visitor type was foreseen as an important classification upon which to base the analysis. The four general classifications of visitor type for overnight visitors were :

- docked boater; those visitors who registered and used the Park dock facilities
- moored boater; those visitors who were moored or anchored along the shoreline of GBINP and did not register
- semi-primitive camper; those visitors who registered as campers and used the Park camping facilities (other than Cedar Springs)
- semi-serviced camper; those visitors who registered as campers and used the Cedar Springs camping facilities, referred to as Cedar Spring campers for the rest of this report

However, during the course of the survey, it became apparent that, during any one visit to the Park, a visitor could conceivable fall under all four of these classifications. For example, one night the visitor party might use the camping facilities at Cedar Springs, and the next night they be moored out in Frying Pan Bay.

While we were able to identify this cross-over pattern among many visitors, we were unable to determine the scope of the cross-over. Thus, the final survey analysis for overnight visitors was not based on the expected four classifications, but rather, on overnight visitors as a whole group.

However, because visitor type was an important classification, an attempt was made to show some level of breakdown by visitor type. The results are presented in this chapter.

The visitor type classification was derived from the answer to Question #15 of the survey. This question asked respondents to chose the main type of accommodation they used during their stay at GBINP. Since visitors were asked to answer for a typical visit, it was felt that this question would capture the respondent's main visitor type classification. Again, readers should keep in mind that the four visitor type classifications are not mutually exclusive. It is possible that a respondent could fall into each of the four classifications during different stages of their trip.

Cross tabulations were run, based on these four visitor types. These cross-tabs were examined to find areas of significant variance. This chapter contains the graphical representation of 46 questions where answers showed significant variation based on visitor type. Questions that are not presented in this chapter show no significant variation by visitor type.

The following is a brief guide to reading the graphs:

- The graphs use a multiple bar style to present results. Graphs are inverted so that the X-axis is along the side and the Y-axis is along the bottom. The X-axis lists all possible responses to the question. The Y-axis list the percentage of respondents who picked each response.

- There are four bars for each possible response to the question. These bars represent the four visitor types, each with their own distinct pattern, which does not vary from graph to graph.

- Each bar represents the percentage of respondents for the particular visitor type who chose that answer. For example, in Figure 10.1, the first bar (black) represents the percentage of docked boaters who said that Eastern Ontario was their place of origin. In each graph, all bars of the same pattern add to 100%.

Accompanying each graph is a table that lists the salient features of the graph for each of the four visitor types. The analysis in these tables concentrated on looking for patterns of variance from the average. These bars represent the breakdown of frequencies for overnight visitors, presented in Chapters 2 through 9. It is assumed that the reader will look in these chapters for average patterns.

Thus, the statement, 'no significant variance', means no variance from the average of all overnight visitors, and not the variance between answers. Similarly, indications of 'high' or 'low' refer to higher or lower percentages than average. For example, the percentage of docked boaters who picked 'Solitude' as 'not important' was higher than for any of the other four visitor types. Thus, the profile will list this category as 'high' (in relation to the other group types). However, it is not 'high' in relation to the other choices for docked boaters.

The next section contains a profile of each of four user types. This profile was based on the information presented in the 46 graphs, and points out the areas of variance for each visitor type.

10.2 Profile of Docked Boaters

Question	Summary of cross-tabs showing only areas of significant variation from other visitor types
visitor origin	No significant variation from average; large majority from Central Ontario
group type	No significant variation from average; slightly higher for 'one couple'
# of people in group	No significant variation from average; largest category is 3-5 people
type of visit	Much more likely to be enroute visit than two camper visitor types; therefore much less likely to be main destination than two camper visitor types.
amount of planning before visit to Park	Docked boaters do not spend a lot of time planning their trips to the Park. Proportions are low for the long planning periods (2-4 weeks or more). Did not vary from average in that majority plan trip as annual visit.
Experience wanted	'Solitude' not as important for docked boaters compared to other visitor types, but meeting new people and Park services were slightly higher than average.
# of days visit/summer	Docked boaters spent more days at the Park than the two camper types. This group had the highest proportion for 'over 60 days'.
year first visit GBINP	Higher than average for the middle category of this question (1985-1990)
# of times visit/summer	After moored boaters, docked boaters showed the 2nd highest visitation frequency
level of service	More than any other visitor type, docked boaters felt there were not enough of many of the facilities. In particular, there was a large majority who felt there were not enough docks. However, in comparison to other visitor types, docked boaters were also more likely to say there were not enough swimming areas, showers, picnic tables, and recycling boxes
level of satisfaction	Docked boaters expressed a higher than average level of dissatisfaction with docks - not surprising given that most feel there are not enough docks. However, for the other categories docked boaters did not show higher than average dissatisfaction. Levels of non-use were higher than average for campgrounds, fire pits, Visitor Centre information, and audio-visual programs at the Visitor Centre.
level of desirability	No significant variation from average.
detractions	Docked boaters were the group least likely to be bothered by too many boats in the water, but most likely to be bothered by the inability to get their desired site
use trail system?	Although slightly more respondents used trails than did not use trails, docked boaters were not as likely as the camper groups to use the trails.
# of sites visited/trip	Generally stayed close to average, although there were very high proportions for the middle category (3-5 sites/trip)

10.3 Profile of Moored Boaters

Question	Summary of cross-tabs showing only areas of significant variation from other visitor types
visitor origin	Low proportion from Eastern Ontario.
group type	Similar to docked boaters, no significant variation from average; slightly higher for 'one couple'.
# of people in group	Moored boaters are less likely to be composed of larger groups (6 or more people)
type of visit	Similar to docked boaters; much more likely to be enroute visit than two camper visitor types; therefore much less likely to be main destination than two camper visitor types.
amount of planning before visit	Moored boaters spend very little time planning their trips; very high proportions for 'one day or less'; much lower for other categories.
Experience wanted	Of all the choices, Park services were the least important to moored boaters. Other experiences considered not important were meeting new people and activities.
# of days visit/summer	Spent more days at the Park than any other visitor group, with high proportions for all the categories between 20 and 60 days.
year first visit GBINP	Moored boaters are least likely to be first year visitors, and are more likely to have first visited before 1985.
# of times visit/summer	Because they spend the highest number of days at the Park, it is not surprising that moored boaters would also have the highest visitation frequency.
level of service	More likely than the two camper group types to say that there were not enough docks. As for the other facilities, very high proportions of 'do not know' were found for campgrounds, picnic tables, and firewood, with slightly higher levels for swimming areas, drinking water, and showers. This reflects a high level of non-use by moored boaters for these areas .
level of satisfaction	Moored boaters had the highest level of 'did not use/did not notice' for virtually every category in this question. Again, this shows that moored boaters do not use the facilities and services in the Park to the same extent as the other groups.
level of desirability	Not as likely to have a need for playgrounds, firewood, or interpretive programs, again reflecting high levels of non-use for Park facilities.
detractions	Moored boaters were most likely to be bothered by generators running, and not as likely to be bothered by too many boats as the other two camping groups.
use trail system?	Similar to docked boaters. Although slightly more respondents used trails than did not use trails, moored boaters were not as likely as the camper groups to use the trails.
# of sites visited/trip	Although they visit the Park more often than other groups, moored boaters visit the least number of sites per trip.

10.4 Profile of Primitive Campers

Question	Summary of cross-tabs showing only areas of significant variation from other visitor types
visitor origin	Low from Central Ontario; otherwise, no significant variation.
group type	Compared to other group types, most likely to be 'group of friends', least likely to be 'family'.
# of people in group	Low for '3-5 people, high for '6-10 people'.
type of visit	Opposite to two boater groups, GBINP is much more likely to be their main destination, with very small proportions for enroute visit.
amount of planning before visit	Primitive campers spend lots of time planning their trip. High proportions for over two weeks.
Experience wanted	'Solitude' was very important to primitive campers, in keeping with the type of campgrounds this group type uses. They were more likely to be neutral towards activities and Park services.
# of days visit/summer	Primitive campers spent the least number of days at the Park, compared to the other three group types.
year first visit GBINP	Even split between '1991' and '1985-1990' as year of first visit, but high for 'before 1985'.
# of times visit/summer	Not very frequent visitors; high for 2-4 times/year, and very low for 21-40 times/year
level of service	Primitive campers generally were satisfied with the level of service for facilities, and showed high proportions for 'just right now', with one exception - recycling boxes, where a high proportion felt there were not enough.
level of satisfaction	Overall, primitive campers show a high degree of satisfaction with most of the services and facilities at the Park compared to the boaters. They were more likely to have high proportions of 'did not use/did not notice' for showers, playground, recycling boxes, audio-visual presentation, and outdoor theatre.
level of desirability	Firewood is very desirable to this group, and interpretive programs are slightly more desirable than average. This group was most likely to choose the playground as 'not at all desirable'
detractions	Primitive campers (like Cedar Spring campers) were bothered more by too many boats than were the boater group types.
use trail system?	Opposite to boater group types, Primitive Campers were more likely than not to use the trail system.
# of sites visited/trip	Fairly even split for all categories, slightly higher tendency to visit more sites/trip.

10.5 Profile of Cedar Spring Campers

Question	Summary of cross-tabs showing only areas of significant variation from other visitor types
visitor origin	High from Eastern Ontario, low from Toronto.
group type	Opposite of primitive campers. More likely than other visitor types to be 'family', less likely to be 'one couple'.
# of people in group	More likely to be made up of bigger group sizes.
type of visit	Similar to primitive campers, opposite to two boater groups, GBINP is much more likely to be their main destination, with very small proportions for enroute visit.
amount of planning before visit	Primitive campers spend lots of time planning their trip. High proportions for over one month of planning time.
Experience wanted	Activities and Park services were more important to Cedar Spring campers than to the other visitor types, while 'solitude' and 'meeting new people' were more likely to be neutral.
# of days visit/summer	Similar to primitive campers, Cedar Spring campers do not spend as many days in the Park as boaters. High proportions for 1-5 days.
year first visit GBINP	Cedar Spring campers were most likely to be visiting for the first time in 1991 than other visitor types.
# of times visit/summer	Least frequent visitors. High proportions for 1 time/year and 0% for 21-40 times per year.
level of service	Cedar Spring campers use the facilities and services more than any other group. For all the services listed, there were very low (or non-existent) percentages for 'do not know'. Generally very satisfied with level of service.
level of satisfaction	Again, high level of use, as seen by the low (or non-existent) percentages for 'did not use/did not notice' in almost every category. Overall, Cedar Spring campers report higher than average satisfaction levels, but this is partly because there are more respondents judging the service compared to the other visitor types, who have much higher percentages reporting 'did not use/did not notice'.
level of desirability	Cedar Spring campers were more likely than other visitor types to choose the playground, firewood, and interpretive programs as being desirable.
detractions	Group least likely to be bothered by the noise from generators or the inability to get a site. More likely than boaters to be bothered by too many boats in the water.
use trail system?	Similar to primitive campers, opposite to boater group types. Cedar Spring Campers were more likely than not to use the trail system.
# of sites visited/trip	Generally stayed close to average, although there were very high proportions for the middle category (3-5 sites/trip).

10.6 Summary of Cross Tabulations

Boater-docked ■
Boater-moored □
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.1: Visitor Origin

docked boater	no significant variation
moored boaters	low from Eastern Ontario; slightly higher from central Ontario
prim. campers	low from Central Ontario
Cd Sp campers	high from Eastern Ontario, low from Toronto
not included	Quebec, Eastern Ontario, Honey Harbour, Ontario, US/Europe

Table 10.2: Group Type

docked boater	no signifant variation; slightly higher for one couple
moored boaters	no significant variation; slightly higher for one couple
prim. campers	low for family, high for group of friends
Cd Sp campers	opposite of primitive campers; high for family, low for group of friends. Also low for one couple.

Table 10.3: Number of People in Group

docked boater	no significant variation
moored boaters	low for big groups (6-10 people, 11-15 people)
prim. campers	low for 3-5 people, high for 6-10 people
Cd Sp campers	low for smallest group (1-2 people), high for all other groups.

Figure 10.1: Visitor Origin

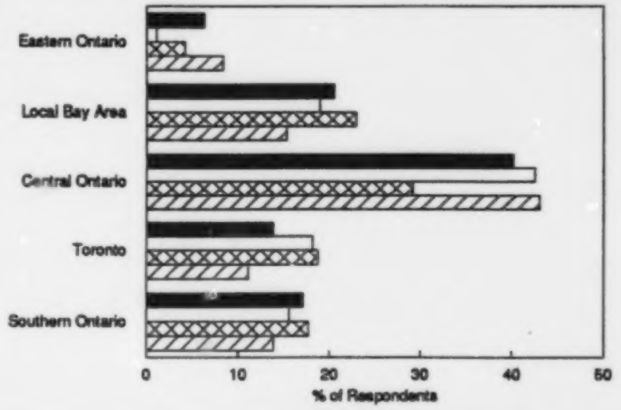


Figure 10.2: Group Type

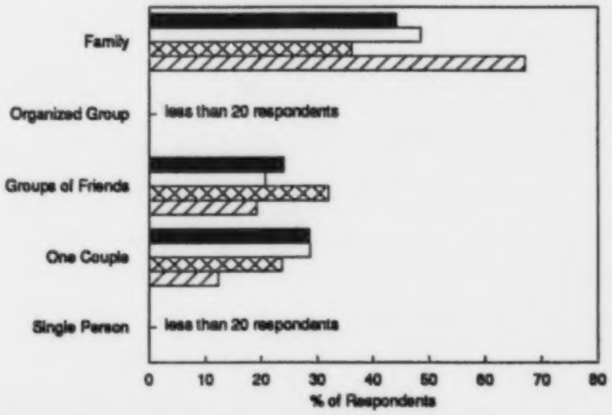
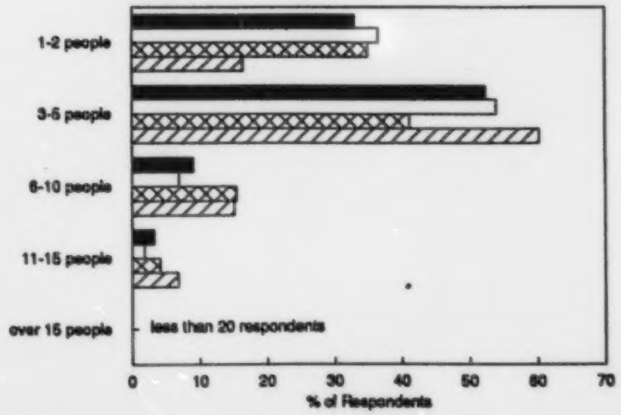


Figure 10.3: Number of People in Group



Boater-docked ■
Boater-moored □
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.4: Type of Visit

docked boater	low for main destination and high for enroute visit
moored boaters	similar to docked boaters, low for main destination and high for enroute visit
prim. campers	opposite to boaters, high for main destination and low for enroute visit
Cd Sp campers	both camper types opposite to boater types

Figure 10.4: Type of Visit

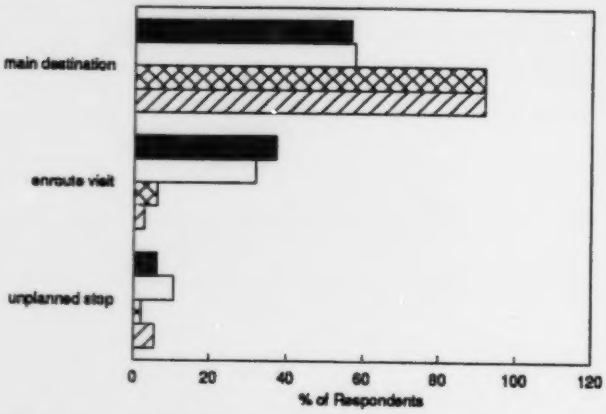


Table 10.5: Amount of Planning Before Visit

docked boater	high for one day or less, low for 2-4 weeks
moored boaters	spend little time planning; very high for one day or less; low for other categories
prim. campers	spend lots of time planning; low for short periods (six or less days) and high for 2-4 weeks and annual visit
Cd Sp campers	similar to primitive campers; spend more time planning; high for more than one month

Figure 10.5: Amount of Planning before Visit

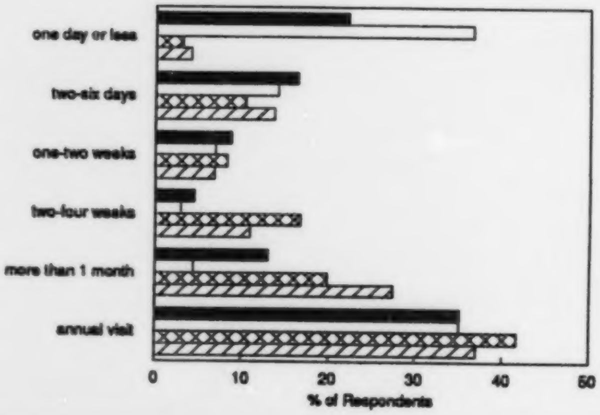
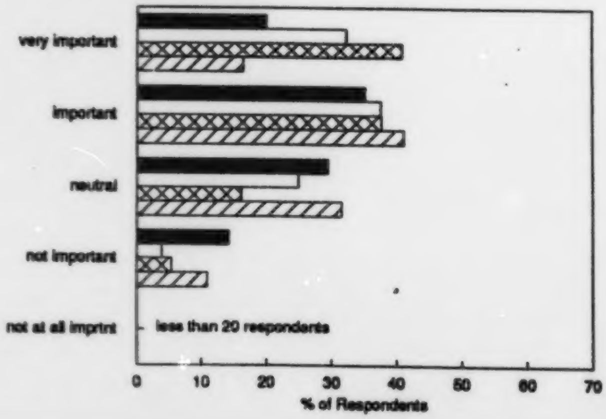


Table 10.6: Experience wanted: Solitude

docked boater	solitude not particularly important (low for not important; high for not important
moored boater	no significant variation; solitude fairly important
prim. camper	high for very important; solitude an important experince wanted
Cd Sp campers	solitude important; but low for very important; high for neutral

Figure 10.6: Experience wanted: solitude



Boater-docked ■
Boater-moored □
Camper-primitive ▩
Camper-Cd Sp ▨

Table 10.7: Experience wanted:meet new people

docked boater	meeting new people an important experience
moored boater	not particularly important (low for important; high for not important)
prim. camper	no significant variation; even split between important and not important; most were neutral
Cd Sp campers	neutral on this issue; no Cd camper chose not important; significant majority were neutral

Figure 10.7: Experience wanted: meet new people

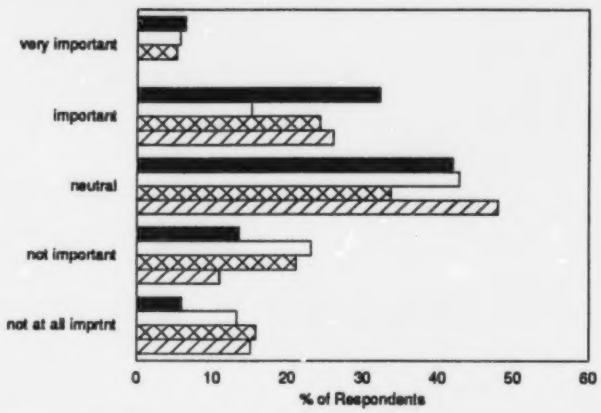


Table 10.8: Experience wanted:Park setting

docked boater	tendency towards the two 'important' catagories. more 'important' than 'very important'.
moored boater	similar to docked boaters
prim. camper	tendency towards the 'important' catagories with higher 'very important' preference
Cd Sp campers	similar to primitive camper

Figure 10.8: Experience wanted: Park setting

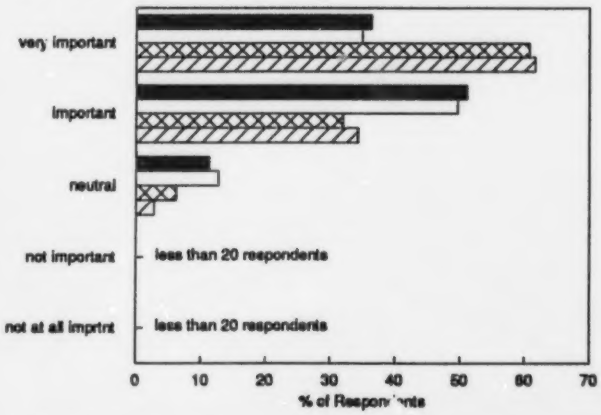
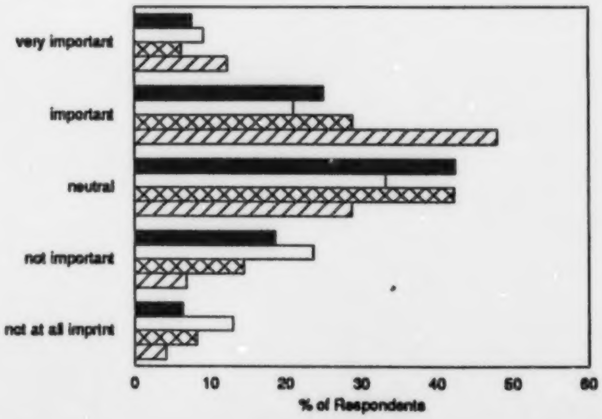


Table 10.9: Experience wanted: activities

docked boater	no significant variation; interpretive programs of moderate importance
moored boater	high for not important and not at all important; activities not particularly important
prim. camper	similar to docked boaters, of moderate importance; most were neutral
Cd Sp campers	activities most important to this group; very high for important; low for not at all important

Figure 10.9: Experience wanted: activities



Boater-docked ■
Boater-moored □
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.10: Experience wanted: Park Services

docked boater	tendency towards important catagories; high for important, very low for not at all important
moored boater	Park services not particularly important
prim. camper	Park services lower than average importance; high for neutral
Cd Sp campers	Park services very important; high for both 'important' categories

Figure 10.10: Experience wanted: Park Services

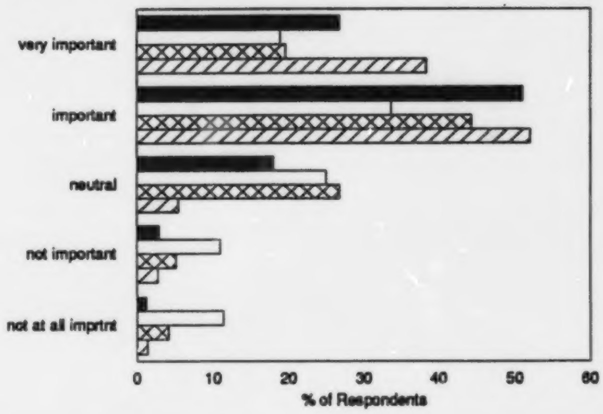


Table 10.11: # days Visit GBINP:Summer 91

docked boater	spend more time in Park than camper groups; high for longest category (>60 days)
moored boater	spend most time in Park. High for long visits (16-60 days); low for short visits.
prim. camper	spend least # of days in Park. High for 1-5 days; negligible for longer categories
Cd Sp campers	similar to prim campers; spend less time in Park than boaters

Figure 10.11: No. Days Visitied GBINP: Summer 91

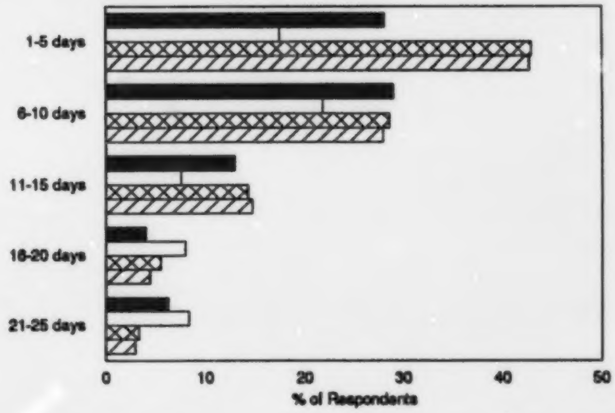
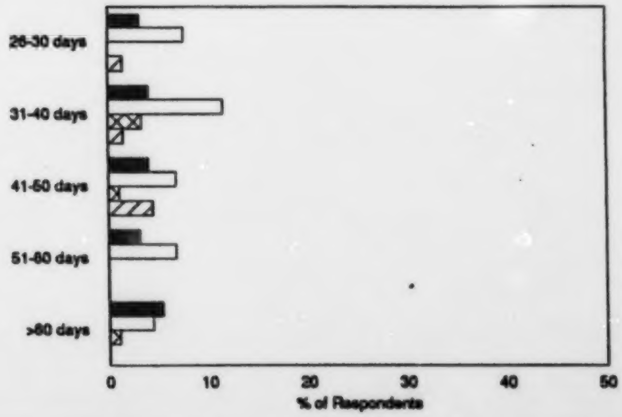


Figure 10.11: No. Days Visitied GBINP: Summer 91



Boater-docked ■
Boater-moored ▭
Camper-primitive ▩
Camper-Cd Sp ▨

Table 10.12: What Year first Visit GBINP

docked boater	high for 1985-1990
moored boater	have been coming to Park longest; low for first year (1991) visitors; high for before 1985
prim. camper	significant numbers have been coming to Park since before 1985
Cd Sp campers	highest percentage of first year (1991) visitors

Figure 10.12: What Year First Visit GBINP

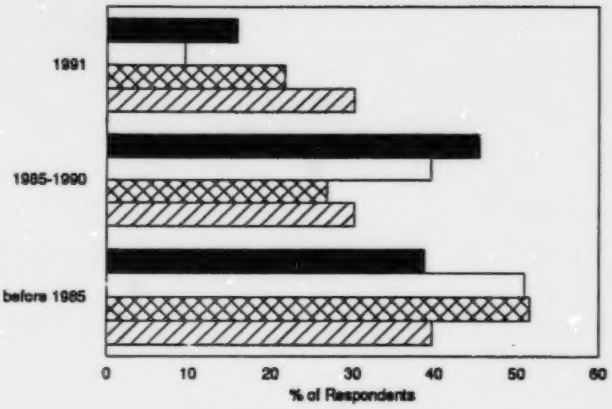


Table 10.13: Number of Times Visit GBINP/Year

docked boater	highest for 1 time/year, but significant numbers for all categories; high for 21-40 times/year
moored boater	highest frequency visitors; low for less than 5 times/year; high for all categories 5 or more times/year
prim. camper	not very frequency visitors; high for 2-4 times/year; low for 21-40 times/year
Cd Sp campers	opposite to moored boaters - lowest frequency visitots; high for 5 time/year or less; low for higher frequencies

Figure 10.13: Number of Times Visit GBINP/Year

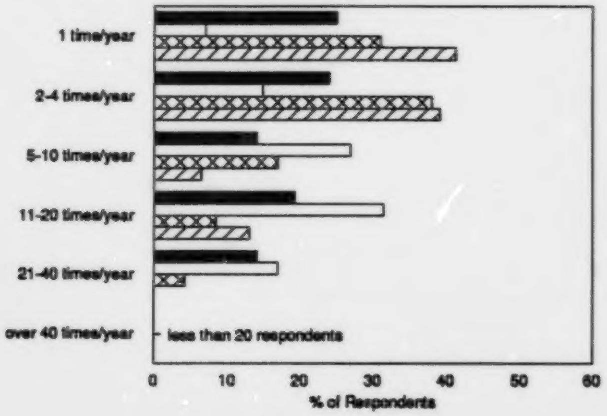
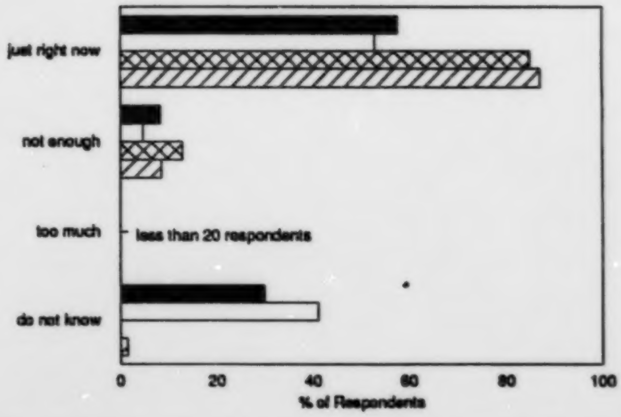


Table 10.14: Level of Service: Campgrounds

docked boater	most are satisfied; but high for do not know
moored boater	very high for do not know
prim. camper	most are satisfied, but significant minority chose not enough
Cd Sp campers	high for just right now

Figure 10.14: Level of Service: Campgrounds



Boater-docked ■
Boater-moored □
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.15: Level of Service: Swimming Area

docked boater	generally satisfied, but high for not enough
moored boater	generally satisfied, but high for do not know
prim. camper	no significant variation
Cd Sp campers	very high satisfaction with level of service for swimming area

Figure 10.15: Level of Service: Swimming Area

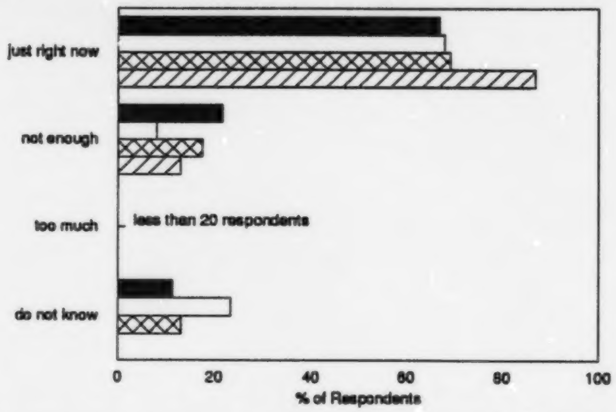


Table 10.16: Level of Service: Docks

docked boater	most feel there are not enough docks; very high for this category
moored boater	higher than average for not enough docks, but not to the same extent as docked boaters
prim. camper	generally satisfied with level of service for docks
Cd Sp campers	generally satisfied (even more so than primitive campers) with level of service for docks

Figure 10.16: Level of Service: Docks

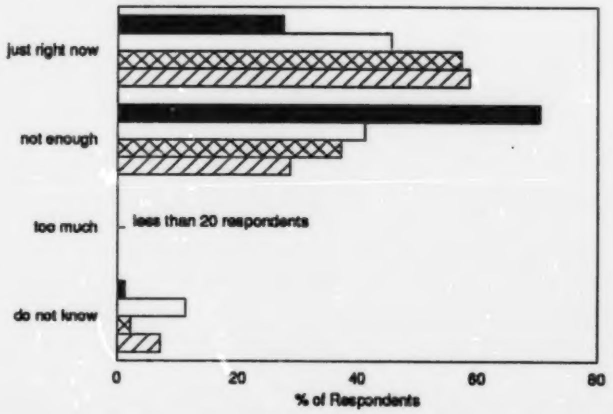
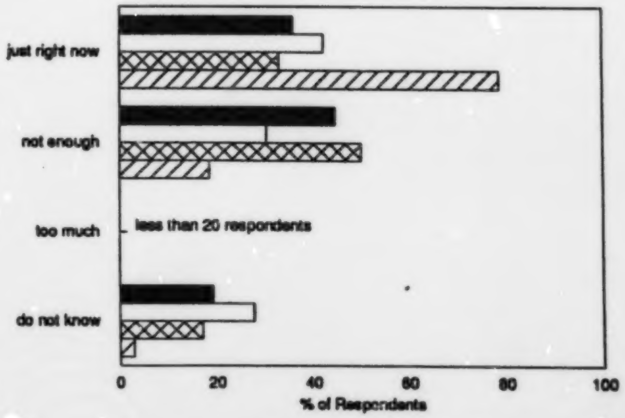


Table 10.17: Level of Service: drinking water

docked boater	no significant variation; even split between just right now and not enough
moored boater	high for do not know
prim. camper	would like more drinking water facilities; high for not enough
Cd Sp campers	quite satisfied with drinking water facilities

Figure 10.17: Level of Service: drinking water



Boater-docked ■
Boater-moored ☐
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.18: Level of Service: Showers

docked boater	majority not satisfied with number of showers (high for not enough)
moored boater	slight majority are satisfied with number of showers but high for do not know
prim. camper	in relation to other groups, generally satisfied with # of showers; high for do not know
Cd Sp campers	majority are satisfied with number of showers; very low for do not know; higher than average for not enough

Figure 10.18: Level of Service: Showers

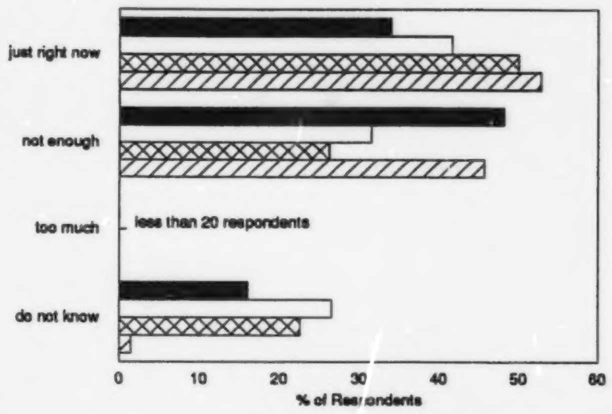


Table 10.19: Level of Service: Picnic Tables

docked boater	generally satisfied, but higher than average for 'not enough'
moored boater	similar to docked boaters
prim. camper	opposite to boaters, quite satisfied with number of picnic tables
Cd Sp campers	similar to primitve campers, opposite to boaters

Figure 10.19: Level of Service: Picnic Tables

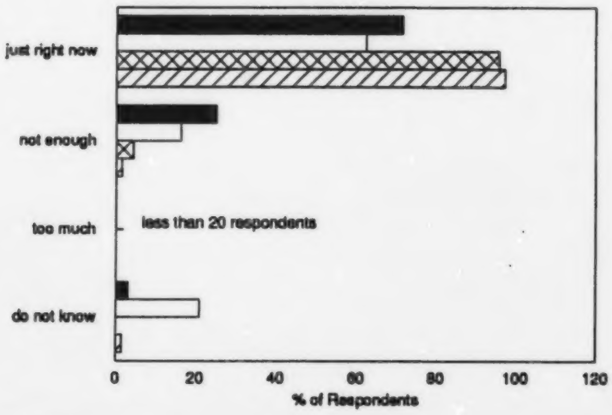
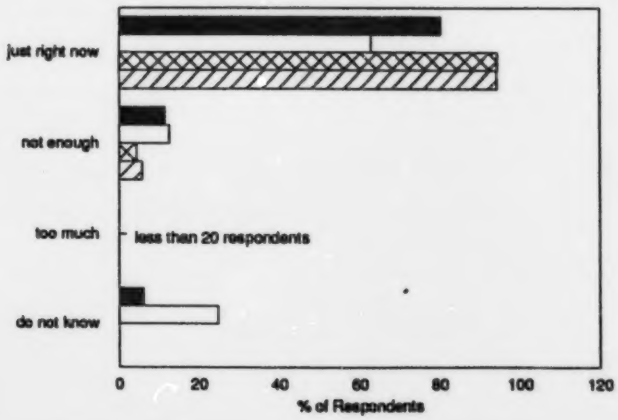


Table 10.20: Level of Service: Fire Pits

docked boater	no significant variation; generally satisfied with number of fire pits
moored boater	very high for do not know and low for just right now
prim. camper	very satisfied with number of fire pits
Cd Sp campers	similar to primitive campers; very satisfied with number of fire pits

Figure 10.20: Level of Service: Fire Pits



Boater-docked ■
Boater-moored ☐
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.21: Level of Service: Recycling Boxes

docked boater	most feel there are not enough recycling boxes
moored boater	similar to docked boaters, but not as pronounced dissatisfaction with number of recycling boxes
prim. camper	high for not enough recycling boxes
Cd Sp campers	group most satisfied with number of recycling boxes

Figure 10.21: Level of Service: Recycling Boxes

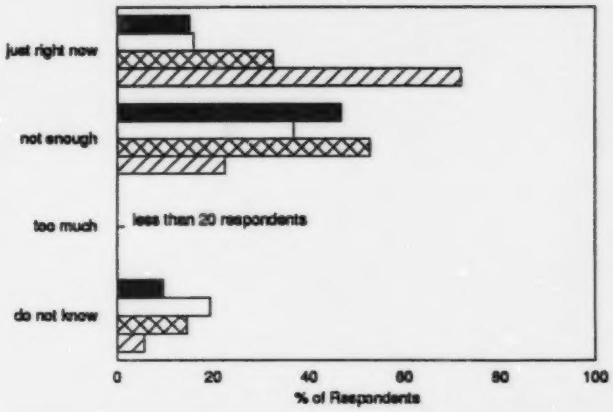


Table 10.22: Satisfaction: Campgrounds

docked boater	as expected, very high for 'did not use/did not notice'
moored boater	similar to docked boaters very high for 'did not use/did not notice'
prim. camper	generally very satisified with campground
Cd Sp campers	similar to primitve campers, generally very satisfied with campgrounds

Figure 10.22: Satisfaction: Campgrounds

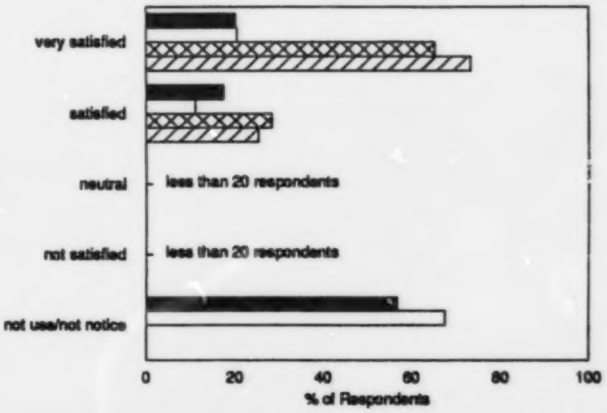
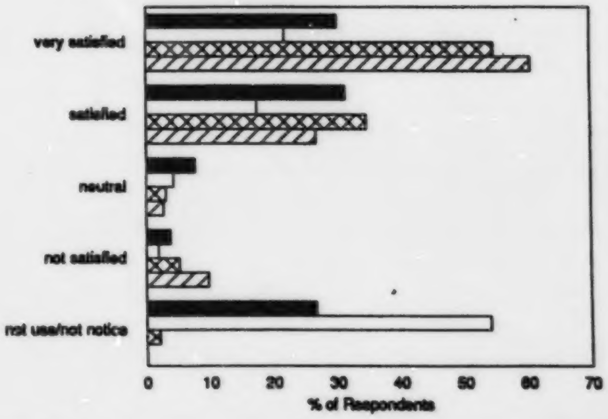


Table 10.23: Satisfaction: Fire Pits

docked boater	generally satisfied, but high for 'not use/not notice'
moored boater	very high for 'not use/not notice'
prim. camper	very satisfied with fire pits
Cd Sp campers	very satisfied with fire pits, but small minority not satisfied

Figure 10.23: Satisfaction: Fire Pits



Boater-docked ■
Boater-moored □
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.24: Satisfaction: Washrooms

docked boater	no significant variation; generally satisfied
moored boater	very high for 'not use/not notice' and low for very satisfied
prim. camper	no significant variation
Cd Sp campers	groups most satified with washrooms; high for very satisfied

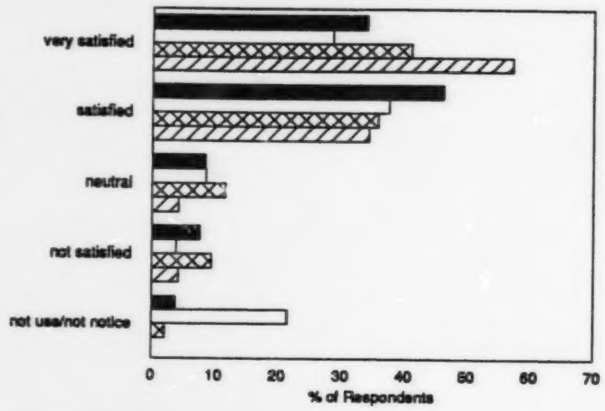


Figure 10.24: Satisfaction: Washrooms

Table 10.25: Satisfaction: Showers

docked boater	no significant variation; farily even split between all categories, except high for 'not use/not notice'
moored boater	similar to docked boaters
prim. camper	similar to docked boaters
Cd Sp campers	group most likely to use showers; generally satisfied, but significant minority not satisfied

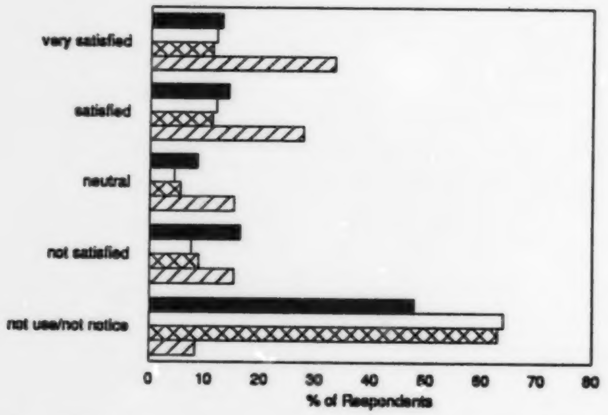


Figure 10.25: Satisfaction: Showers

Table 10.26: Satisfaction: Picnic Tables

docked boater	high for satisfied
moored boater	very high for 'not use/not notice'
prim. camper	very satisfied with picnic tables; more so than boaters
Cd Sp campers	similar to picnic tables

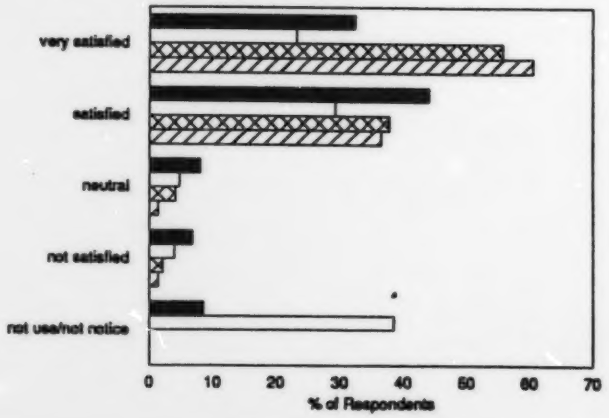


Figure 10.26: Satisfaction: Picnic Tables

Boater-docked ■
Boater-moored □
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.27: Satisfaction: Playground at Cedar Spring

docked boater	no significant variation; most do not use playground
moored boater	similar to docked boaters
prim. camper	similar to docked boaters
Cd Sp campers	group most likely to use playground. Those that do are generally satisfied

Figure 10.27: Satisfaction: Playground/Cedar Spring

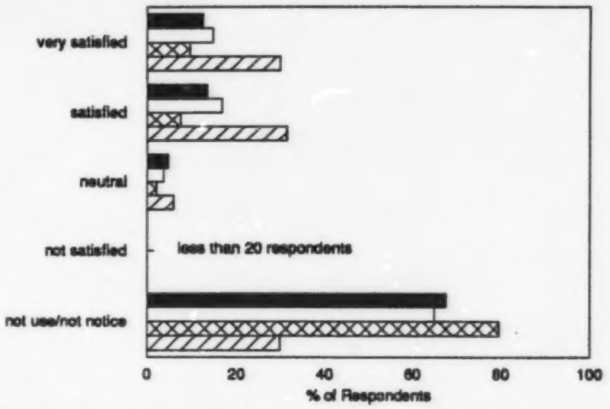


Table 10.28: Satisfaction: Drinking Water at Cedar Spring

docked boater	no significant variation; large majority do not use; those who do are generally satisfied
moored boater	similar to docked boaters
prim. camper	similar to docked boaters
Cd Sp campers	almost all of this group use drinking water facility, and are very satifisfied with it

Figure 10.28: Satisfaction: Drinking Water\Cedar Sp.

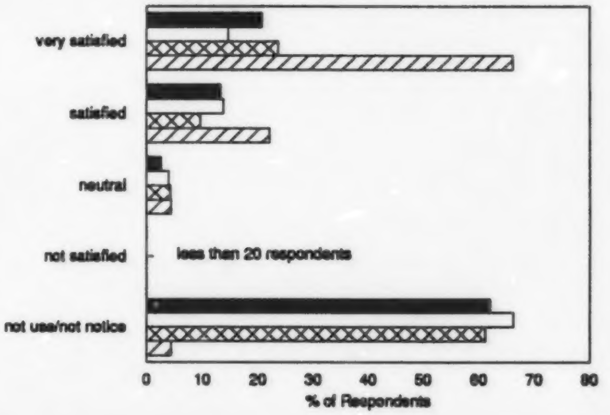
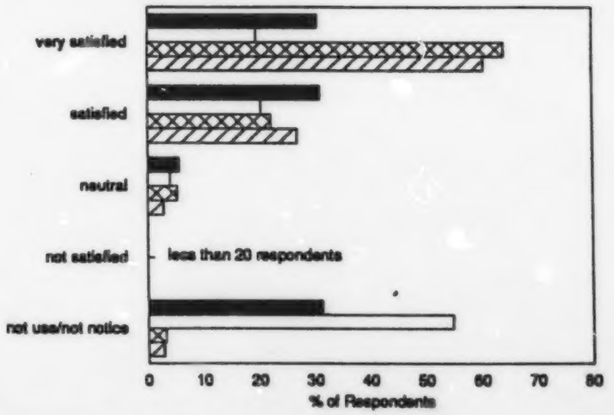


Table 10.29: Satisfaction: Firewood

docked boater	generally satisfied, but high proportion do not use firewood
moored boater	similar to docked boater, but extremely high proportion do not use
prim. camper	almost all use firewood; very satisfied with this service
Cd Sp campers	similar to primitive camper; almost all use firewood and are very satisfied

Figure 10.29: Satisfaction: Firewood



Boater-docked ■
Boater-moored ☐
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.30: Satisfaction: Recycling Containers

docked boater	most are satisfied, but significant minority not satisfied
moored boater	most do not use recycling containers; those who do show an even split between satisfied, very satisfied and not satisfied
prim. camper	most do not use; high ranking for not satisfied
Cd Sp campers	largest proportion of users for recycling containers; most very satisfied; low for not satisfied

Figure 10.30: Satisfaction: Recycling Containers

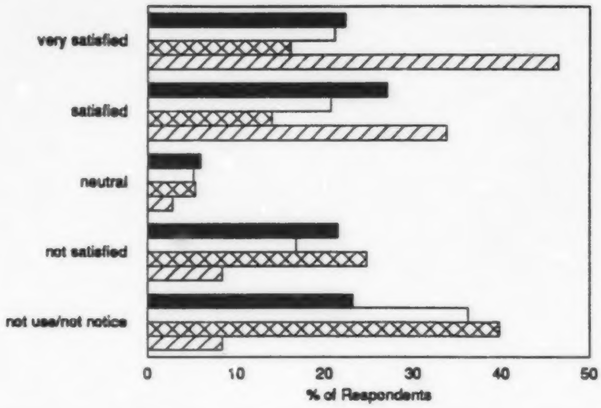


Table 10.31: Satisfaction: Swimming Area

docked boater	no significant variation; generally very satisfied with swimming area
moored boater	high proportion do not use; others are generally satisfied
prim. camper	similar to docked boaters
Cd Sp campers	extemely high level of use, and respondents are very satisfied with swimming area

Figure 10.31: Satisfaction: Swimming Area

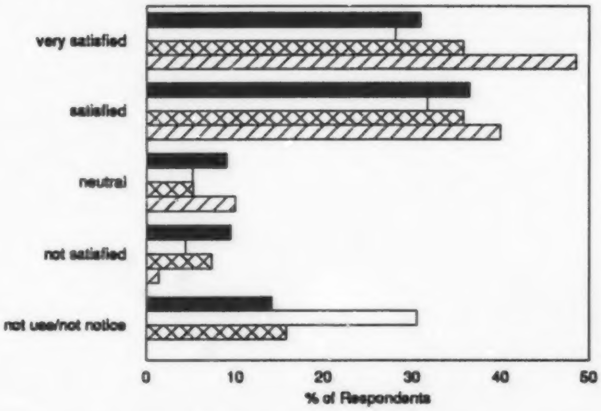
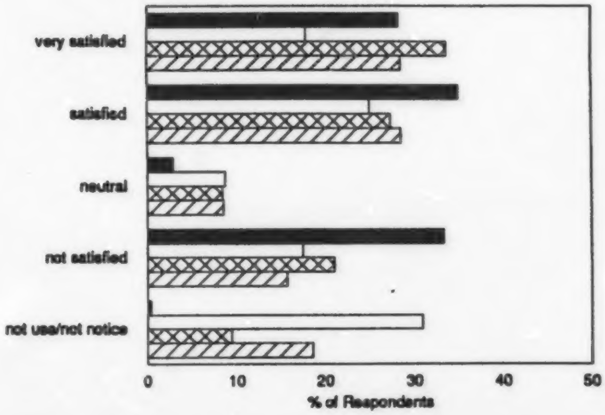


Table 10.32: Satisfaction: Docks

docked boater	obviously, very high level of use; even split between very satisfied, satisfied, and not satified; therefore significant numbers not satisfied
moored boater	most do not use; otherwise, similar proportions to docked boaters
prim. camper	relatively low for 'not use/not notice'; higher level of satisfaction than for other groups, but still signficant minority not satisfied
Cd Sp campers	similar to primitive campers, except with slightly level of use

Figure 10.32: Satisfaction: Docks



Boater-docked	■
Boater-moored	□
Camper-primitive	⊠
Camper-Cd Sp	▨

Table 10.33: Satisfacton: Beaches

docked boater	generally satisfied
moored boater	higher level of 'not/use/not notice', but generally satisfied
prim. camper	generally satisfied
Cd Sp campers	very high level of use; very satisfied with beaches

Figure 10.33: Satisfaction: Beaches

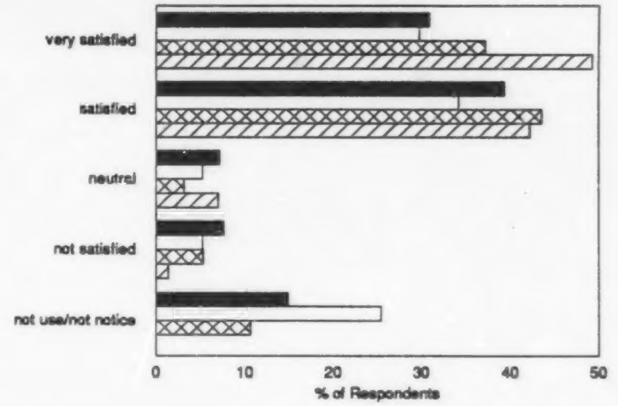


Table 10.34: Satisfaction: Natural Setting of Park

docked boater	no significant variation; generally satisfied
moored boater	very high 'not use/not notice', but generally satisfied
prim. camper	similar to docked boaters; higher for very satisfied
Cd Sp campers	group most likely to be very satisfied with Natural Setting of Park

Figure 10.34: Satisfaction: Natural Setting of Park

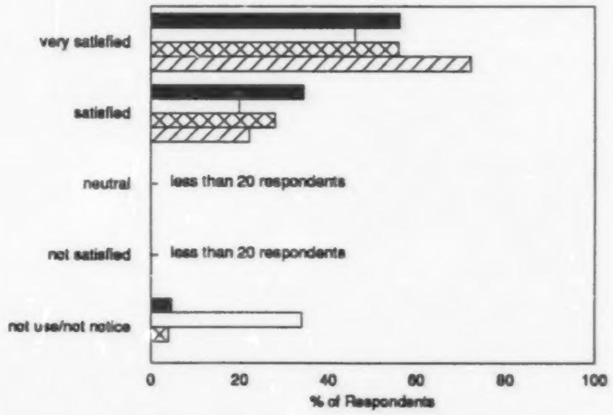
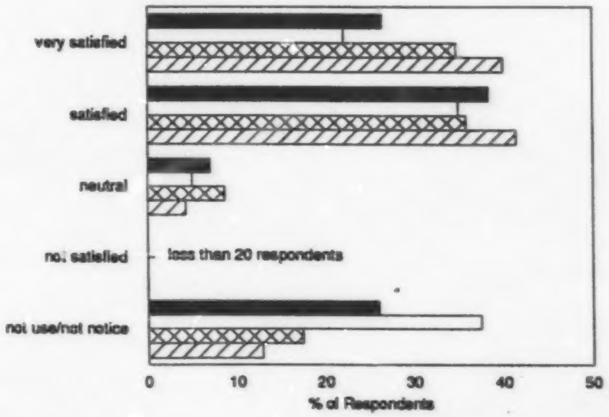


Table 10.35: Satisfaction: Visitor Centre Information

docked boater	no significant variation; generally satisfied with significant minority not using Visitor Centre
moored boater	similar to docked boater, but very high level of non-use
prim. camper	similar to docked boater
Cd Sp campers	highest level of use; generally very satisfied

Figure 10.35: Satisfaction: Visitor Centre Information



Boater-docked ■
Boater-moored □
Camper-primitive ☒
Camper-Cd Sp ▨

Table 10.36: Satisfaction: Visitor Centre A/V

docked boater	no significant variation; low levels of use; those who do are generally satisfied
moored boater	similar to docked boaters
prim. camper	similar to docked boaters, but high non-use
Cd Sp campers	highest level of use; but still significant non-use; those who do use are mostly very satisfied

Figure 10.36: Satisfaction: Visitor Centre A/V

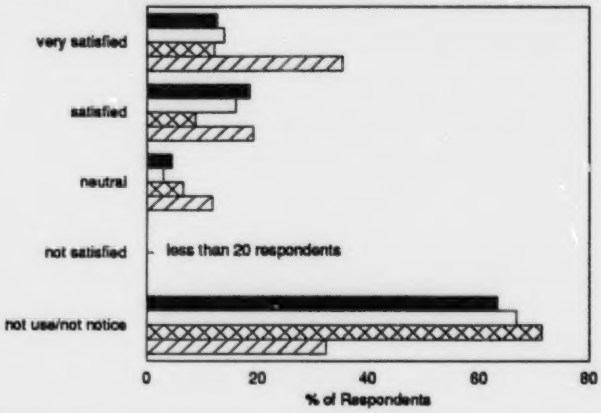


Table 10.37: Satisfaction: Visitor Centre Staff

docked boater	no significant variation; moderately high levels of non-use; those who do use are quite satisfied
moored boater	similar to docked boaters, but higher level of non-use
prim. camper	similar to docked boaters
Cd Sp campers	highest level of use, and very satisfed with Visitor Centre Staff

Figure 10.37: Satisfaction: Visitor Centre Staff

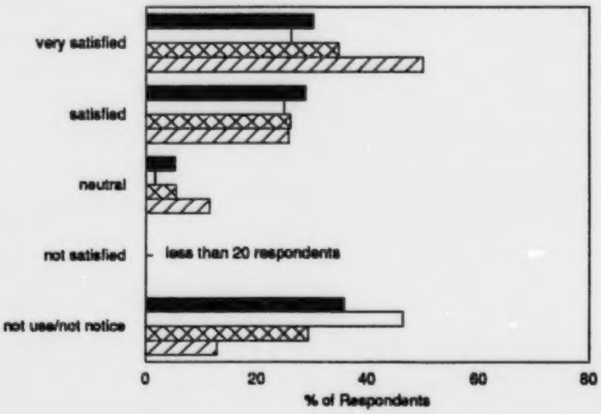
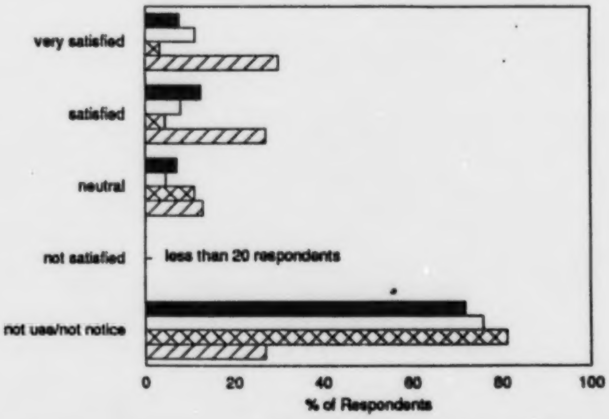


Table 10.38: Satisfaction: Outdoor Theatre Prog.

docked boater	no significant variation; extremely high levels of 'not use/not notice'; general satisfaction from those who did use outdoor theatre programs
moored boater	similar to docked boaters
prim. camper	similar to docked boaters; sightly higher level of non-use
Cd Sp campers	highest level of use; of these, most are very satisfied with outdoor theatre programs

Figure 10.38: Satisfaction: Outdoor Theatre Prog.



Boater-docked ■
Boater-moored □
Camper-primitive ☒
Camper-Cd Sp ▨

Figure 10.39: Desirable: Playground at Cedar Spring

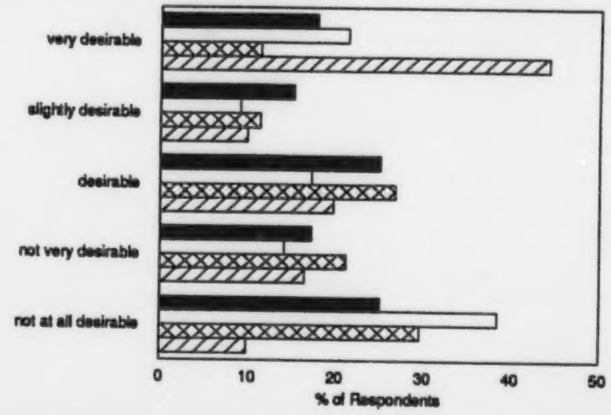


Table 10.39: Desirable:Playground at Cedar Spring

docked boater	no significant variation; fairly even split between all choices, but highest for not at all desirable
moored boater	very high for not at all desirable, but also slightly higher for very desirable
prim. camper	higher for not very desirable and not at all desirable
Cd Sp campers	group most likely to consider playground very desireable

Figure 10.40: Desirable: Fire Wood

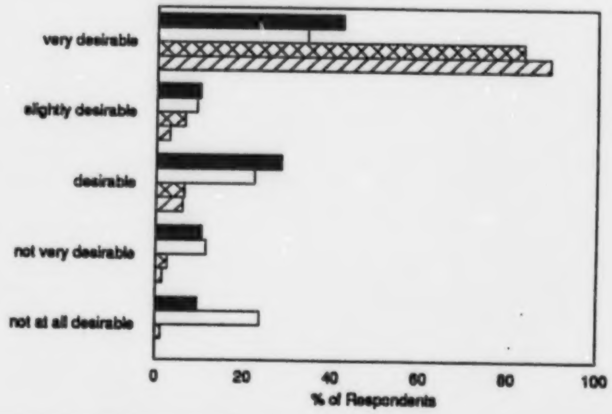


Table 10.40: Desirable: Fire Wood

docked boater	firewood is generally desirable to docked boaters
moored boater	again, generally desireable, but less so than any other group
prim. camper	marked preference towards very desirable
Cd Sp campers	similar to primitive campers, marked preference towards very desirable

Figure 10.41: Desirable: Interpretative Programs

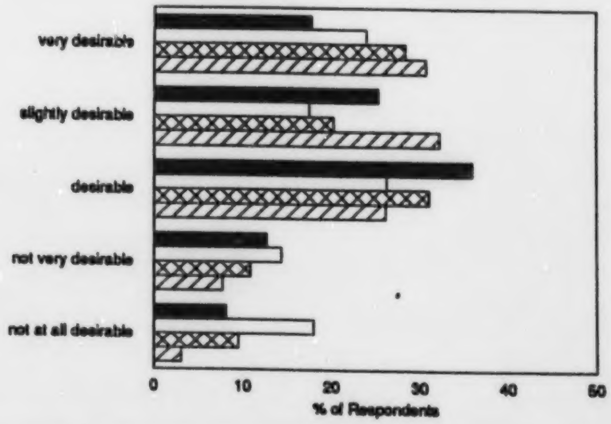


Table 10.41: Desirable: Interpretative Programs

docked boater	slight tendency towards desirable
moored boater	higher than other groups for not very desirable and not at all desirable, but still fairly high proportions indicate that interpretive programs are desirable
prim. camper	similar to docked boaters, but tendency towards desirable more pronounced
Cd Sp campers	most likely to consider interpretive programs very or slightly desirable

Boater-docked ■
Boater-moored □
Camper-primitive ▩
Camper-Cd Sp ▨

Table 10.42: Detract: Too Many Boats in the Water

docked boater	group least bothered by too many boats in water
moored boater	similar to docked boater; but detraction of too many boats was slightly higher
prim. camper	more likely to be bothered by too many boats than boater groups
Cd Sp campers	similar to primitive campers

Figure 10.42: Detract: Too Many Boats in the Water

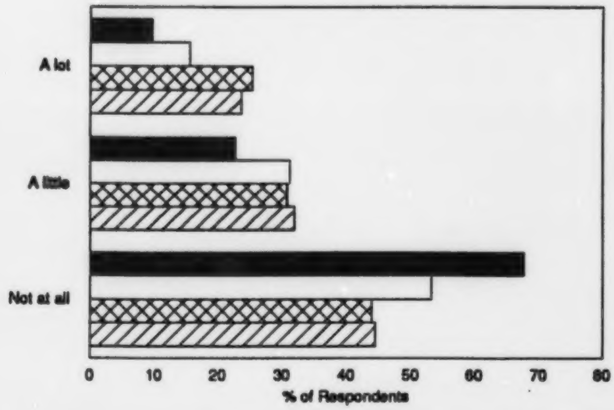


Table 10.43: Detract: Generators Running

docked boater	small but significant minority bothered a lot by generators running
moored boater	most likely to be detracted a lot by generators running
prim. camper	similar to docked boaters
Cd Sp campers	least likely to be bothered by generators running

Figure 10.43: Detract: Generators Running

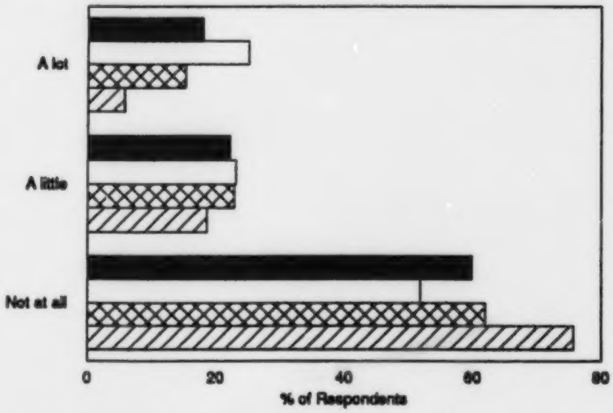
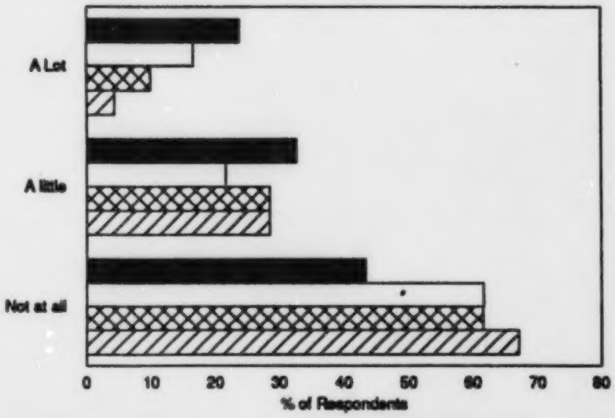


Table 10.44: Detract: Couldn't get desired site

docked boater	docked boaters most bothered by inablity to get desired site; more bothered a lot or a little than not at all
moored boater	significant minority bothered a lot by inability to get desired site, but not to the same extent as docked boaters
prim. camper	similar to moored boaters
Cd Sp campers	least likely to be bothered by inability to get desired site

Figure 10.44: Detract: Couldn't get desired site



Boater-docked ■
Boater-moored □
Camper-primitive ▩
Camper-Cd Sp ▨

Table 10.45: Did you use the trail system?

docked boater	slightly higher group used trails than did not use trails
moored boater	similar to docked boaters
prim. camper	more likely than boaters to use trail system
Cd Sp campers	similar to primitive campers, more likely than boaters to use trail system

Figure 10.45: Did you use the trail system?

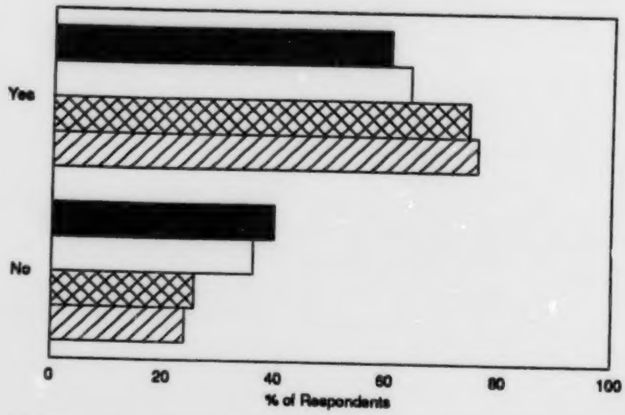
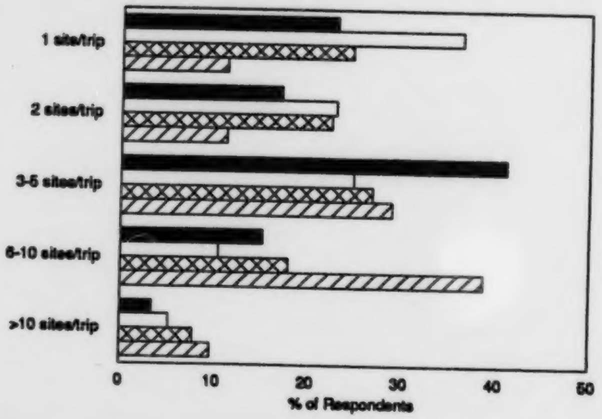


Table 10.46: Number of sites visited/trip

docked boater	very high for 3-5 sites/trip, low for >10 sites/trip
moored boater	visit the least number of sites/visit
prim. camper	fairly even split for all categories, slightly higher tendency towards visiting more sites/trip
Cd Sp campers	visit the most number of sites/visit; very high for 6-10 sites/visit

Figure 10.46: Number of sites visited/trip



11.0 OPEN-ENDED QUESTIONS

There were two open-ended questions in the survey questionnaire. Because these questions asked people to write down their comments, they differ from the other survey questions in the following ways:

- because these questions involve writing down comments, they require more thought and effort on the part of the respondent, and the answers often indicate high priority items.
- the format allows for more qualitative answers, instead of a 'black or white' type of response.
- respondents are less limited in the theme and length of their response.

Thus, these open-ended questions help to give a more 'personal' overview of the respondents' opinions. Sometimes they point to issues that have not been examined elsewhere in the survey, or they may serve to support the answers given in other questions.

This chapter summarizes the answers to the open-ended questions. The transcribed answers to these questions can be found in the Appendix section of this report.

11.1 Question #35

> *" Georgian Bay Islands National Park was established to preserve a unique eco-system. Would you be willing to sacrifice some of the facilities or services currently provided in order to help preserve the environmental integrity of the Park? Please comment "*

Answers to this questions were divided into six general categories as follows:

Table 11.1: Responses to Question # 35

Response Category	# of responses	Percent
Yes (unconditional)	267	45.0
Yes, but qualified. (only if necessary, maintain essential services, etc.)	40	6.8
No, because the Park currently has a good balance between environmental concerns and providing services and facilities for the public.	84	14.2
No, sacrifices are not necessary (people and services are more important than environmental concerns).	57	9.6
Depends on the sacrifices.	28	4.7
Don't use services enough to comment. Not familiar with services.	33	5.6
Other	84	14.2
Total	593	100.1

Possibly the most striking aspect of this question is that fully 83% of respondents answered the question. Environmental issues are obviously important to Park visitors, although the responses showed a wide variation.

The response categories are based on a 'yes' or 'no' response, with a 'qualified yes', and a 'qualified no' serving as the middle ground between the two.

Respondents who answered 'yes' (with no qualifications) were in the majority, with 45% of the total. No other category even came close. This shows solid support for movement towards less services and a more natural setting. Many of these respondents showed a remarkable amount of concern for the environment. Limiting boat size and number, better garbage control, and increased use of recycling containers were common suggestions for preserving the environmental integrity of the Park.

The next largest category was the 'qualified no', at 14.2% of the total. The qualification in this case was that the Park currently achieves a good balance between environmental concerns and providing services and facilities for the public. These answers show that a significant number of visitors are satisfied with current Park practices for this issue.

Forty respondents (6.8%) answered with a 'qualified yes'. The qualification was usually that the Park should maintain essential services, but could afford to do away with non-essential services. However, not everyone agreed with the definition of essential services. Dock space was the service mentioned most often, but some pleaded for the Park to do away with anything but dock space, while others thought that this should be the first service to go.

On the other hand, there was almost universal consensus about the tennis courts and playgrounds at Cedar Spring. These were both cited often as facilities that respondents would be willing to sacrifice.

Spraying for gypsy moths and controlling the racoon population were also seen as being of paramount importance to many in this group.

Almost 5% of respondents answered a resounding 'no' to this question. Many felt that protection of the environment had gone too far already, and that their enjoyment of the Park and its facilities should be the primary consideration. While a small minority, this group is nevertheless important because they will probably be vocal critics of any move to sacrifice facilities.

11.2 Question # 37

" How might your visit to the Georgian Bay Islands National Park be improved? "

This was the final question of the survey. Responses categories are given in Table 11.2, below.

Table 11.2 : Responses to Question # 37

Response Category	# of Respondents
more docks/increase dock space	111
great as is/doesn't need improvement/general compliments	56
dangerous boats/jet skis - too fast, large wakes etc.	35
noise/party curfew, control/enforcement by Park staff	24
do something about raccoons	21
big boats monopolizing space (dock and anchor)& facilities	21
control pollutants/water quality/Park staff enforce pollution controls	20
cheating on Park visit rules (boaters in camper spot, not paying for docking, use facilities & not pay, etc.), enforcement by Park staff	19
reservation slips/system (advance reservations, in/out privileges)	18
generators (ban, limit use, time limits)	17
ease congestion at Beausoleil Island	15
more/better showers (also closer to docks)	14
ice and/or small store on island	12
keep dogs on leash/clean up after dogs	11
better/more markers for shallow areas/water depth, rocks, etc. Better distribution of charts & maps	10
more/better washrooms	9
more recycling containers/education program to encourage use	9
noisy boats/jet skis	9
preserve natural setting	8
better boating skills/educate/license/enforce by Park staff	8
more/better drinking water/spring water/taps	7
more/better Park programs (more variety)	7
do something about gypsy moths	6
increase anchorage spaces (esp. when dock space is unavailable)	6
lessen or eliminate cost to use Park facilities	6
grey water (don't need rules/need discussion)	5
more/better trails/markers	5
more/better fire pits	5
Honey Harbour taxi/parking cheaper	5

Table 11.2 summarizes the respondents suggestions for improving their stay at the Park into 29 different categories. There is an overwhelming demand for more docks. Every 2nd or 3rd comment remarked about the shortage of dock space. This would come to no surprise to Park staff, who annually field complaints on this issue, judging from some of the comments the survey crew heard while in the field.

Obviously, this demand for more docks poses a dilemma, because more docks will mean increased use of the Park and the facilities. The Park has, in essence, become a victim of its own popularity. Current levels of use of the Park are already very high during peak periods, and the Park may not be able to accommodate more visitors. In fact, many of the other suggestions for improvement relate to the over-crowded conditions at the Park.

In this respect, many respondents pay lip service to keeping the Park as natural as possible, but do not really consider the consequences of this. It seems that respondents do not realize that increasing dock space will probably have a negative effect on the natural setting of the Park. Many view dock space as a benign addition to the Park.

If Park planning does not call for increased dock space, perhaps the Park could mount a public relations campaign to explain the reasons for leaving dock space at current levels. If the issue of dock space is not addressed, respondents may feel that their suggestions are being ignored, because they were certainly very adamant about this request.

The second highest response category was that respondents were very satisfied with the Park, and could not think of any improvements. With no improvements to suggest, respondents could have left this question blank, but they chose instead to write compliments about the Park. This illustrates that visitors have a high regard for GBINP.

Another bothersome issue to many respondents was dangerous boats or jet skis, especially around the dock areas. Included in this category was boats going too fast or stirring up too much wake.

Many respondents were disturbed by loud visitors, especially people drinking and partying late into the night. Of this group, many mentioned that Park staff were not effective in enforcing rules governing noise at the Park. In fact, inadequate enforcement by Park staff was mentioned for a number of other issues:

- pollution control
- docking procedures and payment (i.e. boaters using camper spots, visitors not paying for docking because Park staff were not checking, etc.)
- dangerous boating practices

The general perception seems to be that rules in these areas are not being adhered to, and that the Park does not have the necessary staff to enforce the rules.

Other major problems included raccoons, big boats monopolizing dock space and facilities, and the noise from generators.

In terms of facilities, respondents expressed moderate demand for more or improved showers and washrooms, an ice machine or small store on the island, and a more comprehensive recycling program.

Many respondents mentioned a lack of a reservation system (both to reserve your spot with in/out privileges, and for advance reservations) as a possible improvement. A small number also said they would like to see the Park program schedule expanded, with more programs and more variety.

Considering that this question was basically an opportunity for respondents to air their complaints about the Park, the tone of the responses was generally positive. In most cases, improvements were offered as suggestions, not absolute demands. It appears that the Park visitors are, on the whole, very satisfied with GBINP.

SECTION 3

DAY USERS

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SECTION 3

DAY USERS

1.0 INTRODUCTION

This chapter deals with the day user group of visitor to Georgian Bay Islands National Park. Day users were surveyed in exactly the same manner as the unregistered cruisers (see Section 1, Chapter 2, for a discussion of the methodology).

For the purposes of this survey, day users were defined as those visitors who come to the Park primarily for day use, and do not usually stay overnight. Thus, the survey crew would always ask the potential day users if this activity was their usual pattern. In this way, we tried to separate the day users as a distinct group from the overnight visitors.

There were 86 respondents to the day user survey. We feel that this low response rate is a accurate reflection of the number of 'true' day users who actually visit the Park. Results of the day use analysis is presented in this section. Comparisons to overnight visitors are made when applicable.

2.0 VISITOR PROFILE

2.1 Visitor Origin and Means of Travel to Park

The large majority of day users at GBINP are from Central Ontario (70%), including 20% from Toronto. The local Georgian Bay Area accounted for 16% of visitors, with Honey Harbour residents making up only 1.2%. The Prairie provinces accounted for 1.2%. There were no day users from Eastern Ontario and there no foreign visitors.

Only 7% of all day users lived within 20 km of the Park. This is an even smaller percentage than overnight visitors, where 9% lived within 20 km of the Park.

While it might have been expected that day users would comprise a higher percentage of local users, this was not the case.

Figure 2.1: Visitor Origin

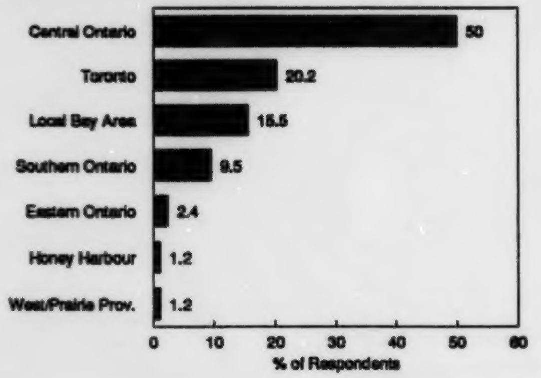
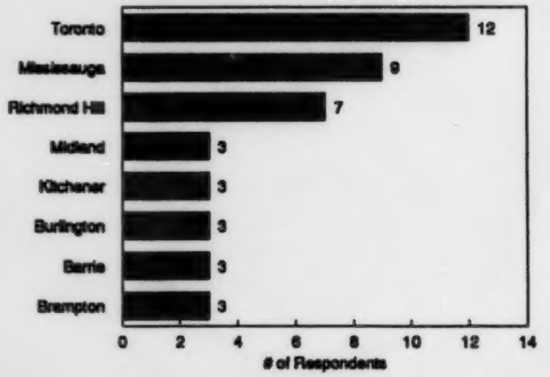


Figure 2.2 breaks down visitor origin by the major cities or towns. While there were 46 different cities of origin, only 3 had more than 5 visitor origins. Again, it is apparent that most visitors come from either central Ontario or the local Bay area.

This concentration of visitors from the Bay area and central Ontario reflects the fact that GBINP is an island-based park, and access to the Park requires some form of marine transportation.

These visitor origin of these day use respondents show that most day users are not simply local people coming to the Park for the day. Thus, many are probably passing through on their way to another destination.

Figure 2.2: City of Origin



Virtually all of the day users travel to the Park by their own boat. In contrast to the overnight visitors, where none took a tour boat, 3.5% of day users took a tour boat.

Figure 2.3: How did you travel to GBINP

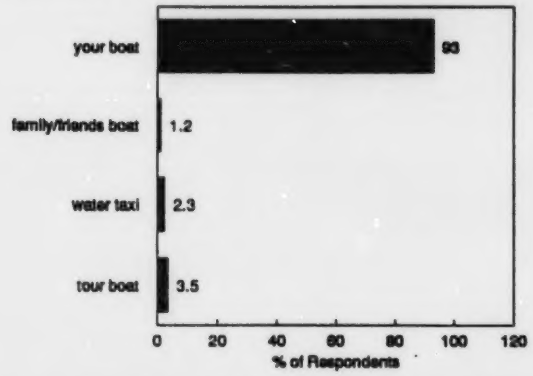


Figure 2.4 shows the town or village where the boat trip originated. There were four main points of visitor origin: Midland, Penetanguishene, Honey Harbour, and Victoria Harbour. The other towns had only 1 or 2 visitor origins.

Figure 2.4: Town/Village of boat trip origin

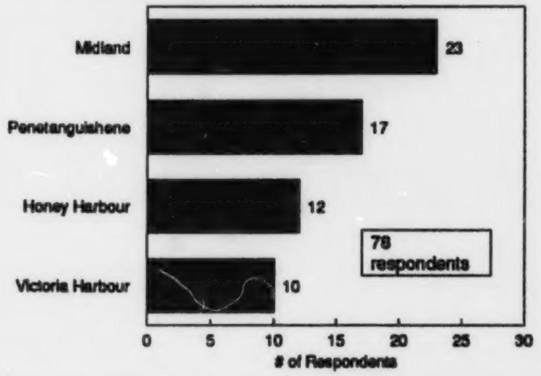
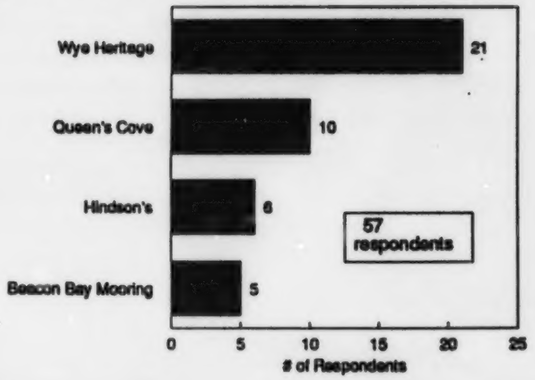


Figure 2.5 shows the marinas of boat trip origin. Similar to the overnight visitors, Wye Heritage, in Midland, was the marina most used as the trip origin. Queen's Cove had a higher percentage of origins for day users than for overnight visitors.

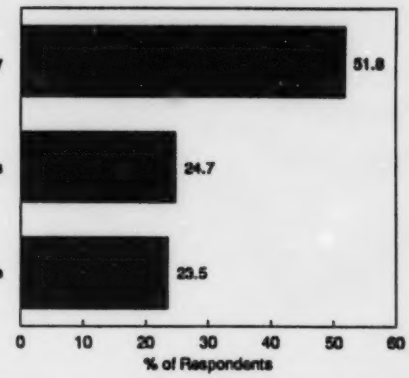
Figure 2.5: Marina of boat trip origin



2.2 Group Type and Group Size

Day users at GBINP are composed primarily of families. Half of the visitor groups to the Park were families. Group of friends and one couple accounted for approximately one-quarter each. There were no single people or organized groups among the day use respondents.

Figure 2.6: Group Type



The average group size for day users was 4.5 people, while the most frequent group size (mode) was 4 people. The largest group size was made up of 17 people. Exhibit 2.7 clusters the group sizes. Almost half of all visitor parties had a group size of 3-5 people. For group sizes of 6-10 people, the 20% ranking of day users is double that of overnight visitors for that category.

Figure 2.7: Number of People in Group

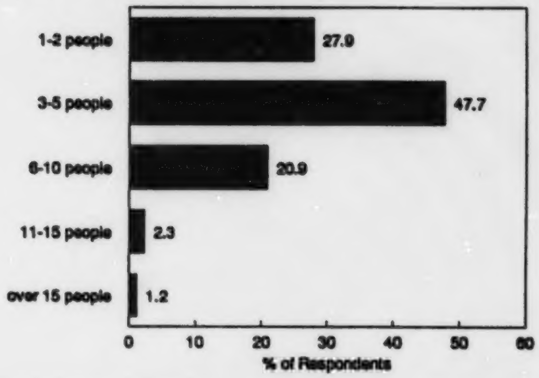


Table 2.1 shows the age and sex breakdown of visitor groups. The 86 respondents to the question of group size comprised 386 people. The males made up a slightly larger group (52.6%) than the females (47.4%)

The largest age group was 36-49 years (31.87%). The youngest age group (less than 12 years) made up a high percentage of the total (21.24%), a reflection of the large number of day users who are made up of families.

Table 2.1: Visitor Group Composition

Age Group	Male	Female	Total	Percent
< 12 years	37	45	82	21.24
12-17 years	16	18	34	8.81
18-24 years	8	6	14	3.63
25-35 years	37	49	86	22.28
36-49 years	63	60	123	31.87
50-64 years	19	20	39	10.10
> 64 years	3	5	8	2.07
Total	183	203	386	100.00

3.0 TRIP PROFILE

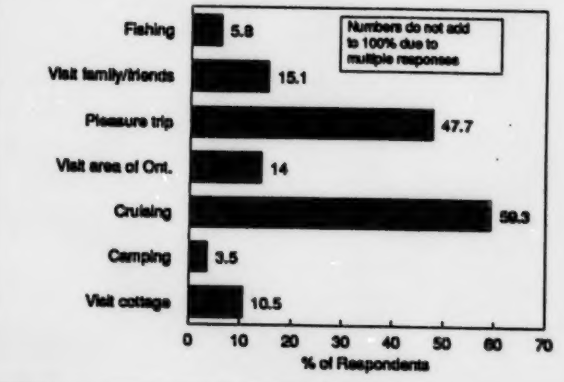
3.1 Introduction

The survey questionnaire asked respondents to distinguish between their 'trip' and their 'visit'. A trip referred to their total trip away from home, which may have involved only one stop, or a series of stops to different areas. A visit referred to the specific stop at GBINP. This chapter covers the information gathered about the visitor trip for day users.

3.2 Trip Purpose

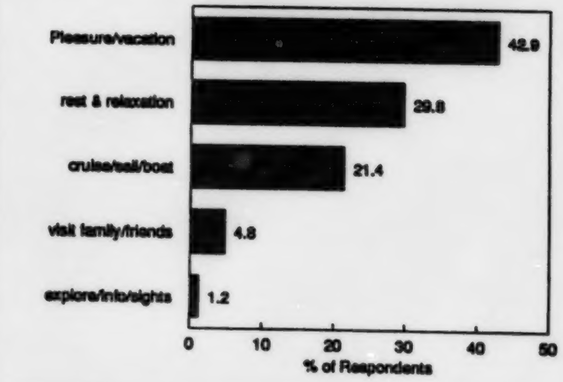
Question 5 of the survey asked respondents to choose their trip purpose from the list given in Figure 3.1. Respondents could choose more than one answer. Cruising was a very popular trip purpose, selected by 59% of respondents, while pleasure trip was selected by 48% of respondents. Camping was not nearly as high for day users (3.5%) as for overnight visitors (30%).

Figure 3.1: Trip Purpose (multiple)



When asked to choose their *main* purpose of the trip, pleasure/vacation was the favourite at 43%, followed by rest/relaxation at 30%. These are similar to the results for overnight visitors.

Figure 3.2: Main Trip Purpose



3.2 Length of Stay (on Trip and in Local Area)

Table 3.1 shows that visitor trips averaged about 6 days in length with most day users staying 2 days. The length of stay in the local area was 3.5 days, with most day users staying 1 day. This short stay in the local area is to be expected from day users.

Table 3.1: Statistics on Length of Stay

	# of Nights Spent Away From Home	# of Nights Spent in Local Area
# of Respondents	68	62
Mean	5.6	3.5
Mode	2	1
Range	1 - 30	1 - 20

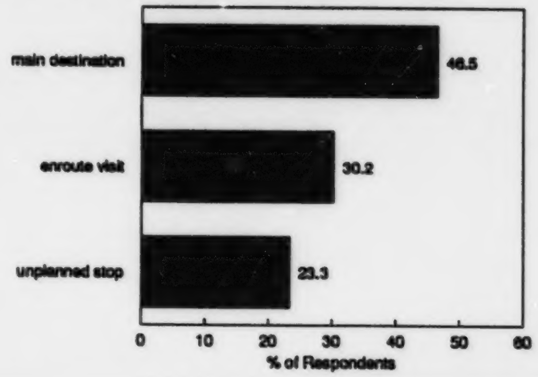
4.0 PARK VISIT PROFILE

4.1 Planning of Trip

Respondents were asked to pick their type of trip from three choices: main destination; enroute visit, or unplanned stop.

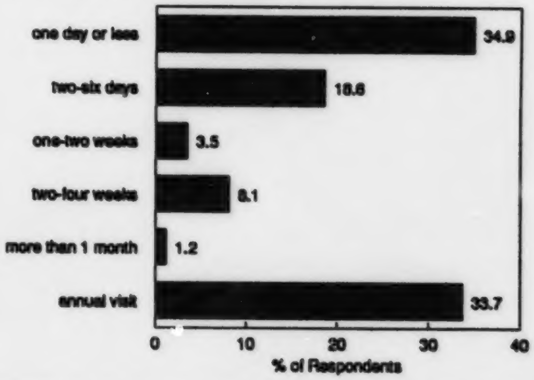
For most day users (66%), GBINP was the main destination of their trip, while about one-third chose the Park as an en-route visit. Twenty-three percent visited the Park as an unplanned stop, which is in contrast to overnight visitors, where only 7.2 visited as an unplanned stop. This reflects the fact that many day users are just stopping at the Park on their way to another destination.

Figure 4.1: Type of Visit to GBINP



In terms of the amount of planning before their visit to GBINP, day users fall into two main categories: the trip to GBINP is an annual one, or they spend very little time planning (1 day or less). This is to be expected, since most day use trips are fairly short, and a significant amount are unplanned stops.

Figure 4.2: Amount of Planning before Visit

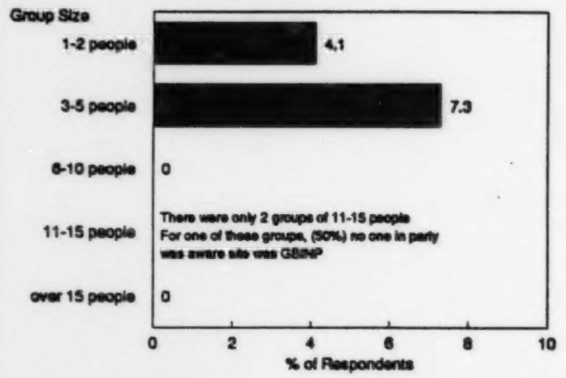


4.2 Previous Knowledge of Park

Respondents were asked how many in their party were aware that the site they visited was part of GBINP. Figure 4.3 shows the number of parties where no person in the group was aware that they were visiting GBINP.

For groups of 1-2 people, 4.1% were groups where everyone in the group was unaware that the site they were on was part of GBINP. This figure was 7.3% for groups of 3-5 people (and 50% for groups of 11-15 people)

Figure 4.3: No one in party aware site was GBINP



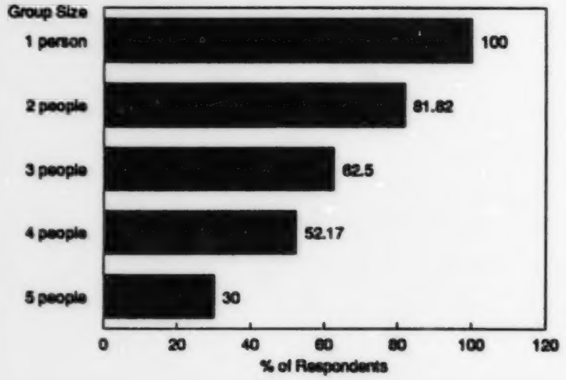
There were only 2 groups of 11-15 people
For one of these groups, (50%) no one in party was aware site was GBINP

Figure 4.4 shows the number of groups where every member of the party was aware the site they visited was part of GBINP. Due to the wording of the question, the analysis can only be done for group sizes between 1 and 5 people.

These figure show an inverse relationship. As the group size gets larger, the chances decrease that everyone in the group will be aware that the site they are on is part of GBINP.

These numbers point to the identity problem that faces GBINP. Because the Park has no visible boundaries, it is quite possible to enter the Park, and even use Park facilities without being aware that the area was part of GBINP. Once again, this problem stems from the island-based nature of the Park.

Figure 4.4: Everyone in party aware site was GBINP

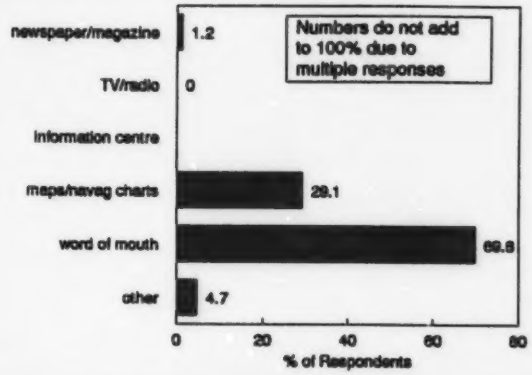


4.3 How Visitors First Learned of GBINP

The overwhelming majority of respondents cited 'word of mouth' as their introduction to the Park (70%). The second most frequent means was through maps and navigation charts, although many who picked this category also picked word of mouth. Media sources have a surprisingly low effectiveness in getting word to visitors.

These figures are almost identical to those of overnight visitors.

Figure 4.5: How first learned about GBINP



4.4 Reasons why Visitors Picked Site

Most respondents chose safe anchorage and shelter or convenient/close location as the primary reasons for picking one site over another at the Park. It seems day users come to the Park to swim, as beaches were also seen to be an important reason by many.

The facilities and amenities on the island were chosen as the most important reason by only 1 day user, but as the 2nd most important reason by 12 day users. Facilities and amenities are seen to be secondary reasons to stop at the Park.

Table 4.1: Reasons for picking Park site

Reason	most imprnt	2nd imprnt	3rd imprnt	TOTAL
safe anchor/shelter	17	9	10	36
conven loc/close	17	10	6	33
beaches	13	10	6	29
nice scenery	9	8	9	26
recreation activities	4	9	6	19
quiet/clean	4	6	8	18
facil/amen on island	1	12	2	15
familiar/know area	5	2	1	8
new place/suggest.	6	1	0	7
good for kids/family	3	2	1	6
meeting friends	2	1	0	3
docks available	1	0	0	1
tour group	1	0	0	1
wind direction	1	0	0	1
TOTAL	84	70	49	

4.5 Experience Wanted from Park Visit

Table 4.2: Experience Wanted From Park Visit

Experience Wanted Category	% of respondents				
	very important	important	neutral	not important	not at all important
quiet	31.8	37.6	21.2	3.5	5.9
space	39.3	42.9	10.7	4.8	2.4
solitude	24.7	32.9	23.5	10.6	8.2
with family/friends	30.2	27.9	24.4	11.6	5.8
meet new people	4.7	14.1	29.4	25.9	25.9
opportunity to learn	8.2	28.2	34.1	15.3	14.1
setting of Park	36.0	50.0	8.1	2.3	3.5
nature appreciation	37.2	44.2	12.8	4.7	1.2
activities	10.6	28.2	36.5	14.1	10.6
Park services	17.6	31.8	32.9	10.6	7.1
services from others	9.6	24.1	31.3	16.9	18.1

There are two experiences that day users find very important for their Park visits: the setting of the Park and nature appreciation. Two related categories, 'Quiet' and 'Space' were rated as important.

Day users rated two opposite categories, 'Solitude' and 'Being with friends/family' as leaning slightly towards the important side, with fairly high neutral ratings. Categories with a pronounced rating of neutral by day users include activities, the opportunity to learn, Park services, and services from others. Meeting new people was rated as being not important.

This summary of experience wanted from Park visit shows that day users are very interested in the natural surroundings of the Park, but are not concerned with services or activities offered by the Park.

5.0 PARK USE PROFILE

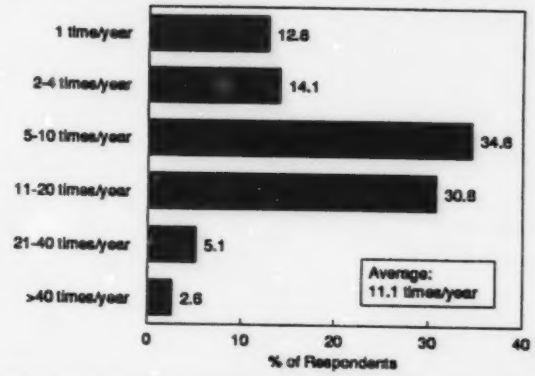
5.1 Frequency of Visitation

Respondents were asked to estimate the average number of times they visit GBINP in one year.

Day users visit the Park an average of 11.1 times per year, equal to that of overnight visitors. This frequency of visitation is very high. The visit frequencies are concentrated in the middle categories: 5-10 times/year (35%) and 11-20 times/year (31%).

Like the overnight visitors, these numbers reflect an uncommonly high frequency of visitation.

Figure 5.1: Number of times visit GBINP/year



5.2 Number of Days Spent in Park

As expected from the high frequency of visitation, respondents also spent a fairly high number of days in the Park (an average of 11.3 days/summer). This is lower than the overnight visitors, who stayed 16.4 days. Days users visit the Park as often as overnight visitors, but each visit is not as long.

Figure 5.2: Number of days visit GBINP (summer 91)

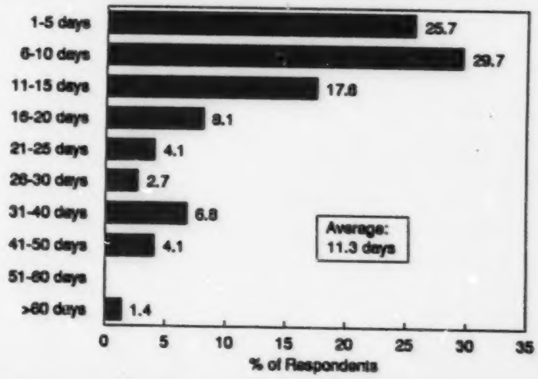
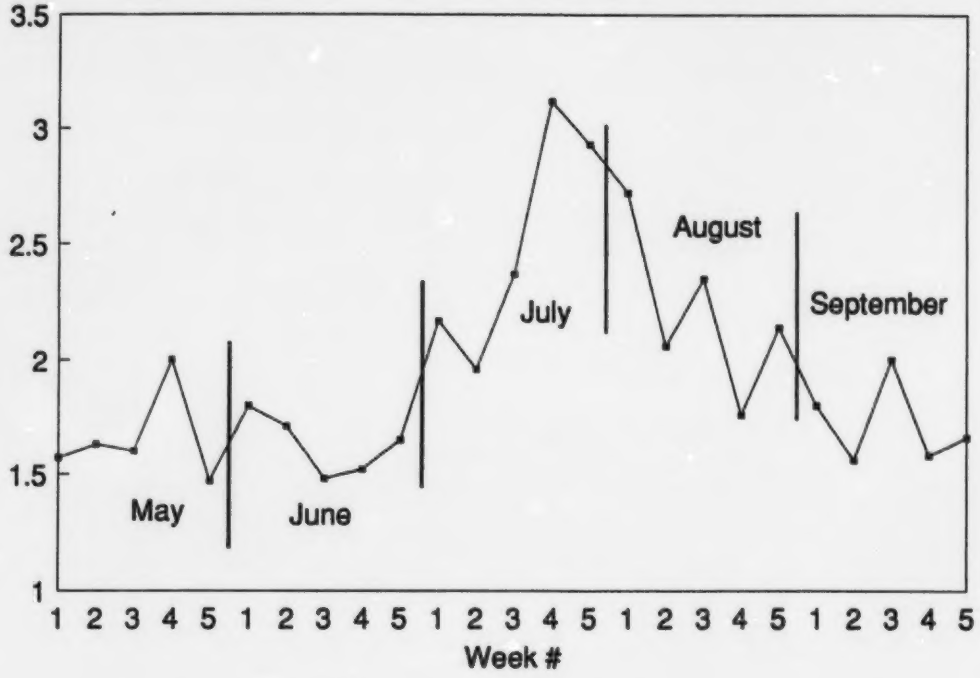


Figure 5.3: Avg # of Days/Week Spent at Park



As seen in Figure 5.3, the average number of days per week spent in the Park showed a very pronounced peaked in July. Days spent in August and September were more than days spent in May and June. There was a peak in mid-May, probably due to the long weekend.

In terms of days per month spent in the Park, July again shows marked difference over the other months. In terms of the number of respondents (which in this case refers to the number of visitors that month) there were only 14 of 74 day users who did not visit in July.

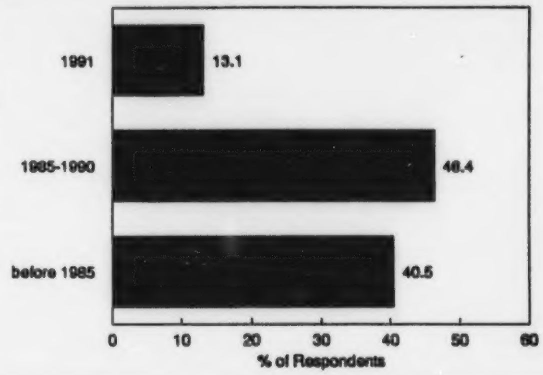
Table 5.1 : Average # of Days/Month Spent at GBINP

Month	Mean	Mode	# of Respondents
May	3.88	1	25
June	3.78	1	41
July	5.98	3	60
August	4.71	2	52
September	3.86	2	29
Summer 91	13.08	2	74

5.3 Year of First Visit to GBINP

Only 13% of visitors to GBINP were there for the first time in 1991. The majority (46%) visited for the first time between 1985 and 1990. This is in contrast to overnight visitors, where the majority (46%) visited for the first time before 1985.

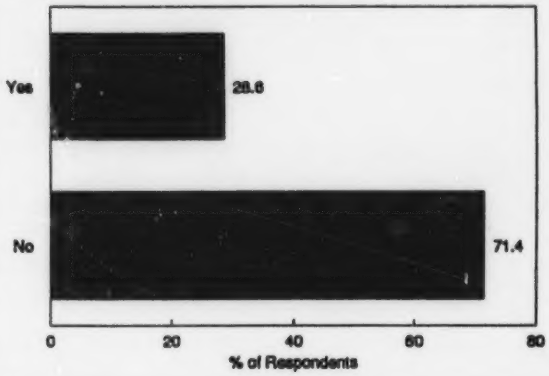
Figure 5.4: What year first visit GBINP



5.4 Visit Park in Off-Season

Very few day users visit the Park in the off-season (71%). The two main reasons for not visiting in the off season are 'no time in winter' (43%) and 'too cold' (32%).

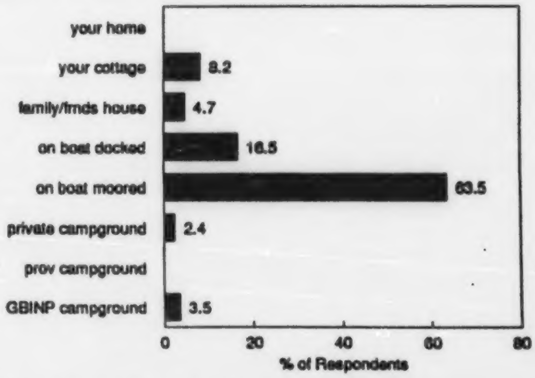
Figure 5.5: Visit Park in off-season



5.5 Visitor Accommodation

Because this category deals with day users, the large majority of whom are not registered, it is not surprising their overnight accommodation is most likely to be 'on boat moored'. There were still 17% who stayed 'on boat docked', but this was probably at a dock other than GBINP.

Figure 5.6: Type of accommodation



5.6 Number of GBINP Sites Visited

Question 36 showed a map of all the GBINP sites, and asked visitors to check the sites they visited on their trip to the Park. A summary of results is presented in Figure 5.7. Most respondents (36%) visited between 3-5 sites per trip, but a large percentage visited only 1 site per trip (31%). The average number of sites visited was 3.1. Day users show a fair amount of mobility at GBINP, surprising considering they are only there for short periods.

Figure 5.7: Number of sites visited/trip

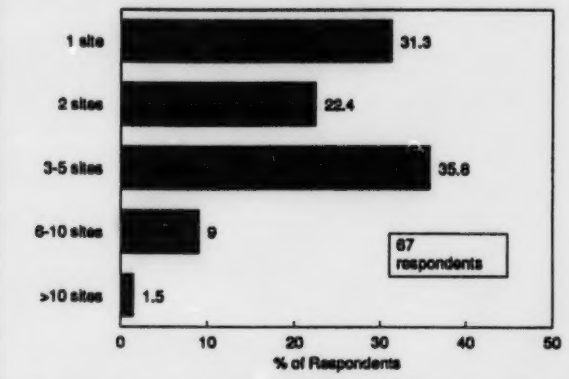


Table 5.2 lists the percentage of respondents who visited each site. It should be noted that a site visit does not constitute an overnight stay, but merely a stop at the site.

The Visitor Centre at Cedar Spring attracted the largest percentage of day users (43%), followed by the Picnic Dock (34%). These two areas are very close to one another, and account for a large majority of day user visits.

The other Cedar Spring sites and Frying Pan were also very popular with day users.

Table 5.2

% of Respondents who visited site on trip to GBINP	
Cedar Spring Visitor Centre	43.3
Cedar Spring Picnic Dock	33.7
Frying Pan	31.3
Cedar Spring Picnic Area	31.3
Cedar Spring Campground	28.4
Cedar Spring Campground Dock	19.4
Little Dog	13.4
Chimney Bay	11.9
Beausoleil Point	11.9
Ojibway	9.0
Blueberry	9.0
Bone Island	7.5
Wana Keta	7.5
Oakes	7.5
Honeymoon Bay	6.0
Lost Bay	6.0
Thumb	3.0
Tonch North	3.0
Tonch South	3.0
McCabe Rock	3.0
Sandpiper	3.0
Tonch East	1.5
Cherry Point	1.5
Christian	1.5
Godettes	1.5
Island 95	1.5
Bass Rock	0.0
Centennial Island	0.0

6.0 PARK PROGRAMS

6.1 Introduction

In the survey questionnaire, there were four questions (#23-#26) dealing directly with Park programs. Section 6.2 groups question 23 and question 24 together under the common theme of time considerations for interpretive programs. Section 6.3 deals with various educational themes presented in the Park programs (from information gathered by question 25 and question 26).

An important factor throughout this chapter is the number of respondents answering the questions concerning Park programs. In general, this section had a poor response rate. Because there were only 86 respondents for day users, the low response rating means that answers in this chapter can be taken as general indications only. In-depth analysis for such low absolute numbers is not meaningful. Thus, this chapter will examine only the general patterns of response. Please refer to Chapter 6 in Section 2 of this report for more detailed discussion of the questions.

Finally, readers should note that the low response rate is not a reflection of the quality of the programs at the Park, which were generally well-accepted by the day users who did respond in this section.

6.2 Interpretive Programs - Time Considerations

Table 6.1 : Amount of Travelling Time and Participation Time Day Users are Willing to Spend on Programs

Program Category	Time (min)	15	30	45	60	90	120	180	Percent answering question
		% of Respondents							
Guided Walks	Travel Time	46.9	25.0	3.1	21.9		3.1		37.2
	Partic Time	6.5	22.6	3.2	35.5		32.3		36.0
Talks at Camp/Docks	Travel Time	62.1	27.6		10.3				33.7
	Partic Time	25.0	34.4		34.4	3.1		3.1	37.2
Children's Programs	Travel Time	34.6	26.9		15.4	3.8	15.4	3.8	30.2
	Partic Time	15.0	35.0				40.0	10.0	23.3
Special Events	Travel Time	36.7	26.7	3.3	20.0	3.3	10.0		34.9
	Partic Time	11.5	3.8	3.8	53.8		19.2	7.7	43.3
Outdoor Theatre	Travel Time	44.4	22.2	5.6	22.2		5.6		41.9
	Partic Time	9.4	25.0	9.4	40.6	3.1	12.5		37.2

Day Users would spend very little time travelling to guided walks (almost half will spend only 15 minutes), but would spend substantially more time participating in guided walks, with over 30% willing to spend 2 hours. Talks at campsites/docks is the program that day users are least likely to spend a lot of time travelling to (62% will spend only 15 minutes. While they are willing to spend slightly more time participating in guided walks, it is still less than most other categories. Day users are willing to travel longer to participate in children's programs, and will spend more time with this program. This category had the lowest response rate of the five.

Respondents are willing to travel for moderate amounts of time for special events. Most would participate for one hour. They will not travel very long to participate in special events, but most wanted to participate for longer than 15 minutes.

Table 6.2 : Best Time of Day for Participating in Programs

Category	% of respondents					Percent answering question
	early morning	morning	afternoon	early evening	evening	
audio/visual presentations	4.3	4.3	26.1	37.0	28.3	53.5
guided walk	14.3	59.2	20.4	6.1	0.0	57.0
talks at camps/docks	6.4	21.3	27.7	36.2	8.5	54.7
children's programs	5.3	50.0	34.2	10.5	0.0	44.2
special events	2.7	10.8	29.7	45.9	10.8	43.0

Day users are more likely to participate in guided walks in the early morning than any other program. However, almost 60% would prefer the morning. They prefer children's programs to be in the morning or afternoon, while audio-visual programs and special events are preferred in the early evening, with slight minorities also preferring the evening.

6.3 Method of Learning

Table 6.3 : Preferred Method of Learning About Themes

Method of Learning	Themes						
	Geology	Wildlife	Georgian Bay	Human History	Environ Issues	Role of Natnl Parks	Avg.
VISITOR CENTRE							
audio-visual presentation	20	26	37	21	25	19	25
%	23.3%	30.2%	43.0%	24.4%	29.1%	22.1%	28.7%
staff	14	21	23	15	22	17	19
%	16.3%	24.4%	26.7%	17.4%	25.6%	20.0%	21.7%
exhibits	25	19	18	13	14	10	17
%	29.1%	20.9%	20.9%	15.1%	16.3%	11.6%	19.2%
mail	2	1	1	1	1	1	1
%	2.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.36%
INTERPRETIVE PROGRAMS							
talks at campsite/docks	16	17	16	11	16	6	14
%	18.6%	19.8%	18.6%	12.8%	18.6%	7.0%	15.9%
outdoor theatre program	7	15	18	16	14	8	13
%	8.1%	17.4%	20.9%	18.6%	16.3%	9.3%	15.1%
children's programs	6	12	8	4	13	5	8
%	7.0%	14.0%	9.3%	4.7%	15.1%	5.8%	9.3%
special events	3	2	5	6	7	2	4
%	3.5%	2.3%	5.8%	7.0%	8.1%	2.3%	4.8%
guided walks	22	21	11	7	8	2	12
%	25.6%	24.2%	12.8%	8.1%	9.3%	2.3%	13.8%
WRITTEN MATERIAL							
self-guide trail booklets	30	32	27	12	16	9	21
%	34.9%	37.2%	31.4%	14.0%	18.6%	10.5%	21.4%
outdoor display/signs	23	20	21	14	17	10	18
	26.7%	23.3%	24.4%	16.3%	19.8%	11.6%	20.4%
newsletters	10	14	19	8	21	13	14
%	11.6%	16.3%	22.1%	9.3%	24.4%	15.1%	16.5%
pamphlets	16	20	23	19	19	21	20
%	18.6%	26.7%	26.7%	22.1%	22.1%	24.4%	22.9%
Average	16	18	19	12	16	10	15
%	18.6%	21.2%	21.9%	14.2%	18.6%	11.8%	17.7%

Audio-visual programs were the favourite method of learning about the themes presented. Areas of significance for this question are as follows: AV presentation preferred for learning about Georgian Bay; Visitor Centre exhibits favourite method of learning about geology; self-guiding trails booklets popular method for learning about Geology and Wildlife. In general, this question had a very low response rate from the day users, rendering in-depth analysis of these figures meaningless.

7.0 SATISFACTION WITH PARK FACILITIES, PROGRAMS AND SERVICES

7.1 Level of Service for Facilities

Table 7.1 : Level of Service

Category	% of respondents			
	just right now	not enough	too much	do not know
Campgrounds	52.1	1.4	0.0	46.6
Swimming Area	80.0	10.7	0.0	9.3
Docks	34.6	52.6	1.3	11.5
Drinking Water	44.0	25.3	0.0	30.7
Washrooms	76.6	13.0	0.0	10.4
Showers	45.9	24.3	0.0	29.7
Picnic Tables	68.0	17.3	0.0	14.7
Garbage Cans	67.1	18.4	0.0	14.5
Fire Pits	63.5	5.4	0.0	31.1
Recycling Boxes	48.7	30.3	0.0	21.1

Day Users are almost equally split on the level of service for campgrounds. Half do not know, and the other half find the current level of service satisfactory.

The level of service for the swimming area, washrooms, picnic tables, garbage cans and fire pits was satisfactory for most day users ('just right now' rankings ranged between 67% and 80%).

Facilities where level of service was found to be lacking included docks, where a full 53% of day users said there were not enough docks, and recycling boxes (30% 'not enough', but 49% 'just right now').

Drinking water and showers had similar patterns: a slight majority satisfied with level of service, with significant minorities split between not enough and do not know.

7.2 Satisfaction with Park Facilities and Services

Table 7.2 : Satisfaction with Park Facilities and Services

Category	% of respondents				
	very satisfied	satisfied	neutral	not satisfied	not use/ not notice
Site of Use					
Campgrounds	17.3	16.0	1.2	0.0	65.4
Swimming Area	41.5	31.7	11.0	3.7	12.2
Docks	20.7	32.9	4.9	17.1	24.4
Beaches	42.2	39.8	6.0	3.6	8.4
Trails	28.4	40.7	6.2	0.0	24.7
Facilities at Sites					
Washrooms	26.3	52.5	5.0	5.0	11.3
Picnic Tables	18.8	31.3	8.8	2.5	38.7
Fire Pits	16.0	17.3	2.5	3.7	60.5
Fire Wood	15.2	11.4	6.3	2.4	64.6
Garbage Cans	24.7	34.6	6.2	11.1	23.5
Recycling Containers	23.8	27.5	5.0	10.0	33.7
Outdoor Display Signs	23.1	33.3	20.5	1.3	21.8
Cedar Spring Facilities					
Cd Sp Playground	17.7	13.9	3.8	0.0	64.6
Cd Sp Tennis Court	5.1	5.1	1.3	0.0	88.6
Cd Sp Drinking Water	13.8	15.0	2.5	2.5	66.2
Cd Sp Showers	11.1	17.3	2.5	8.6	60.5
Interpretive Programs					
Talks at campsites	5.3	5.3	1.3	0.0	88.2
Talks at docks	5.3	9.2	1.3	1.3	82.9
Outdoor Theatre Programs	6.6	5.3	2.6	1.3	84.2
Children's Programs	4.0	4.0	4.0	0.0	88.0
Special Events	6.7	2.7	2.7	0.0	88.0
Guided Walks	8.2	4.1	2.7	1.4	83.6
Visitor Centre					
VC Information	25.6	32.1	10.3	1.3	30.8
VC AV Presentation	13.2	15.8	5.3	1.3	64.5
VC Staff	27.3	24.7	9.1	0.0	39.0
VC Exhibits	17.1	17.1	13.2	0.0	52.6
Written Material					
Self-guiding Trail Booklets	14.7	25.3	4.0	1.3	54.7
Trail Signs	16.0	34.7	5.3	4.0	40.0
Outdoor Displays	11.8	27.6	10.5	0.0	50.0
Newsletters	8.0	10.7	8.0	0.0	73.3
Other					
Natural Setting of Park	47.8	13.0	0.0	4.3	34.8
Emergency Assistance	8.1	6.8	1.4	0.0	83.8

The table on the preceding page shows visitor satisfaction with facilities and services. The following highlights the salient features of the chart.

The sites of use follows the pattern expressed in Section 7.1 (Level of Service). A significant amount of day users are not satisfied with the docks. Satisfaction is high for swimming areas and beaches. Beaches appear to be a favourite attraction for day users. They were also generally satisfied with trails, while most did not use or did not notice the campgrounds.

In terms of facilities at sites, day users are generally (but not overly satisfied). Significant minorities were not satisfied with garbage cans and recycling containers, while fire pits and fire wood were not well used (very high did not use/did not notice percentages).

The special facilities at Cedar Spring and Interpretive Programs both had very high rates of 'did not use/did not notice (particularly high for the interpretive programs). The few who did express an opinion were generally satisfied.

It is interesting to note that, even though more day users stopped at the Visitor Centre than any other site (Figure 5.2), rates of use for the Visitor Centre were still very low. Of the four categories, Visitor Centre information and Visitor Centre staff had slightly more use. Those who did use these facilities were again fairly satisfied.

Written material was not a popular attraction for day users, again with high rates of non-use. However, the natural setting of the Park received a great evaluation, with almost half saying they were very satisfied.

7.3 Desirability of Services and Facilities

Table 7.3 : Desirability of Park Service and Facilities

Category	% of respondents				
	very desirable	slightly desirable	desirable	not very desirable	not at all desirable
Playground at Cd Sp	34.3	4.5	22.4	11.9	26.9
Tennis Court at Cd Sp	7.6	3.0	21.2	34.8	33.3
Firewood	37.3	10.4	22.4	10.4	19.4
Natural Setting of Park	77.0	8.1	12.2	1.4	1.4
Visitor Centre	29.9	25.4	32.8	6.0	6.0
Interpretive Programs	26.2	18.5	24.6	18.5	12.3
Emergency Assistance	76.1	4.5	14.9	3.0	1.5

Day users rated the natural setting of the Park and Emergency Services as being very desirable to them. Firewood, the Visitor Centre, and Interpretive Programs were all rated as being mostly desirable. The tennis court at Cedar Spring was definitely not desirable to most day users, while the playground at Cedar Spring showed mixed results (34% very desirable and 27% not at all desirable).

7.4 Factors Detracting from Visit

Days users were not particularly bothered by noise from outside the Park, poor water quality, noise from other visitors, or dogs off leash.

The factors that detracted most from day user visits included too many boats at the dock and in the water.

Table 7.4 : Factors Detracting from Visit

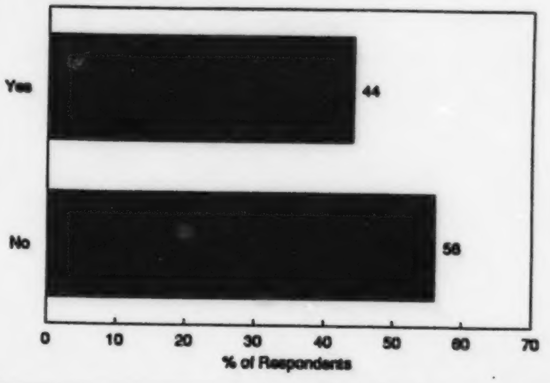
	A Lot	A Little	Not at All
too many people	11.5	30.8	57.7
too many boats at dock	25.0	26.3	48.7
too many boats in water	19.0	24.1	57.0
noise from outside Park	2.6	7.7	89.7
noise from other visitors	3.8	19.2	76.9
generators running	9.2	22.4	68.4
could not get desired site	12.3	24.7	63.0
poor water quality	6.7	16.0	77.3
boating hazards	6.5	26.0	67.5
dogs off leash	11.5	16.7	71.8

8.0 PARK TRAILS

8.1 Use of Park Trails

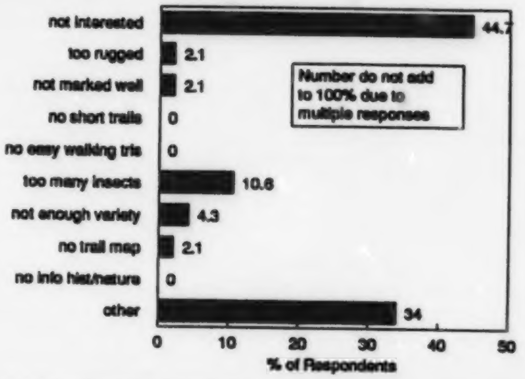
Figure 8.1 shows that the slight majority of day users (56%) did not use the Park Trail System on Beausoleil Island. This is in contrast to the overnight visitors, where only 34% did not use the trail system.

Figure 8.1: Did you use the Trail System



Those who did not use the trails were asked for their reasons, and the results are presented in Figure 8.2. The major reason was lack of interest, cited by almost half of those who did not use the trail system. Insects were a minor detraction from the trails.

Figure 8.2: Reasons Why Not Use Trails



There was a list of reasons given under the 'other' category by day users. These are listed in Table 8.2. The main reason given was 'lack of time', which was similar to the reason given by overnight visitors.

These results show that the trails at GBINP are not a popular attraction for day users of the Park.

Table 8.1 : Other Reasons for Not Using Trails

Reason	# of respondents
no time	10
anchored on boat	3
snakes	1
poison ivy	1
not know about	1
have done before	1

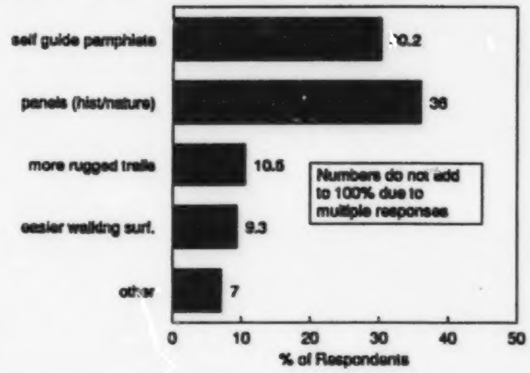
8.3 How Could Trail System be Improved

All respondents were asked for their input on ways the trails could be improved. The suggestions given in this category were virtually identical to that of overnight visitors, with 'panels on history and nature' and 'self-guiding pamphlets' the two most another popular choices.

These answers must be looked at carefully, because the question lists a selection of possible choices. Choosing something as a possible improvement does not necessarily mean that same person would actually use the suggested change if it were implemented.

Respondents who filled in the blank 'other' category for this selection listed better direction signs and markers as another possible improvement.

Figure 8.3: How could Trail System be improved



Numbers do not add to 100% due to multiple responses

Table 8.2 lists the possible improvements respondents filled in under the 'other' category. These answers involve more input by the respondent because they are not prompted for the choice, but have thought of it themselves.

Thus, the fact that 48 respondents suggested direction signs/markers as a possible improvement is significant. Although the trails already have some markers in place, it is obvious that they are not enough to satisfy the users. Addition or supplementation of such direction signs and markers would probably be well received.

Table 8.2 : Other Suggestions for Improving Trails

Reason	# of respondents
direction signs/markers	48
no poison ivy	6
repair vandalism/damage	6
get rid of bugs	5
mountain bike trails	3
drinking water	1
ban mountain bikes	1
fishing dock on lake	1
guided walks	1
more trails	1

9.0 RECREATIONAL ACTIVITIES

Table 9.1 : Frequency of Participation in Activities

Activity	Twice daily or more	Daily	3 times per trip	2 times per trip	1 time per trip	never
fishing	4.1	16.4	6.8	5.5	16.4	50.7
swimming	43.2	37.0	4.9	9.9	4.9	0.0
tennis	0.0	1.4	2.8	0.0	4.2	91.7
playing at playground	9.9	11.3	2.8	4.2	14.1	57.1
reading	19.7	43.7	0.0	2.8	23.9	9.9
sailing	5.4	10.8	0.0	0.0	5.4	78.4
windsurfing	0.0	0.0	1.4	1.4	1.4	95.9
studying nature	8.2	20.5	2.7	6.8	32.9	28.8
bird watching	4.2	19.7	0.0	5.6	16.9	53.5
cruising	27.6	36.8	5.3	6.6	17.1	6.6
waterskiing	2.8	2.8	2.8	1.4	12.5	77.8
walking	25.8	27.6	9.2	9.2	30.3	7.9
hiking	8.5	15.5	5.6	11.3	22.5	36.6
just relaxing	40.5	48.1	3.8	2.5	2.5	2.5
enjoying scenery	41.8	48.1	2.5	3.8	2.5	1.3
socializing	22.4	44.7	6.6	3.9	14.5	7.9

Swimming, just relaxing, and enjoying scenery were the three activities that day users participate in most frequently during their visits to the Park. In fact, not one of the day users who responded said they never swim during their visits.

In contrast, tennis and windsurfing were activities that were very unpopular with day users, having extremely low rates of participation. Other activities with low rates of participation include waterskiing and sailing.

Cruising, reading, and sailing round out the list of popular activities for day users.

Table 9.2: Satisfaction with Activities at Park

Activity	very satisfied	satisfied	not satisfied	# of respdnts
fishing	15.6	71.9	12.5	32
swimming	54.1	44.3	1.6	61
tennis	24.0	37.5	37.5	8
playing at playground	38.1	57.1	4.8	21
reading	47.7	25.3	0.0	44
sailing	57.1	42.9	0.0	14
windsurfing	33.3	55.6	11.1	9
studying nature	38.5	61.5	0.0	39
bird watching	44.0	25.0	1.0	25
cruising	64.0	36.0	0.0	50
waterskiing	33.3	50.0	16.7	12
walking	43.5	56.5	0.0	40
hiking	54.8	41.9	3.2	31
just relaxing	66.7	33.3	0.0	35
enjoying scenery	60.4	39.6	0.0	33
socializing	44.9	55.1	0.0	37

Some of these questions had very low response rates, and should be taken to indicate general low levels of interest. These categories are shaded in the above chart, and include tennis, sailing, windsurfing, and waterskiing (all of which had low rates of participation, as shown in Figure 9.1).

Day users are most satisfied with relaxing, cruising, and enjoying scenery. Other activities with high levels of satisfaction include hiking, swimming, socializing, and bird watching.

The only activity with any significant dissatisfaction was fishing, where 12.5% of day users were not satisfied.

SECTION 4

MAINLAND VISITORS

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SECTION 4

MAINLAND VISITORS

1.0 INTRODUCTION

This chapter deals with the mainland visitors to Georgian Bay Islands National Park. For this survey, mainland visitors were described as those visitors who visit the mainland Park office in Honey Harbour, and who do not intend to travel to the island section of the Park. Because the objective of the survey was different for the overnight visitors or day users, a different questionnaire was used for mainland visitors.

The mainland survey garnered only 36 responses. In the past, many mainland visitors have voiced complaints about different aspects of the Park. It was thought that this survey would be a vehicle for visitors to air their complaints, and thus for the Park staff to work towards some solutions. However, the number of mainland visitors who fell into this category during the course of the survey was very low. Many of the visitors were simply there to gather some quick information, and saw no need to fill out a six page questionnaire. Thus, the visitors most motivated to fill out a questionnaire were those who had either more time or more complaints.

This chapter presents the results of the mainland visitor analysis. Comparisons to overnight visitor results are made when appropriate.

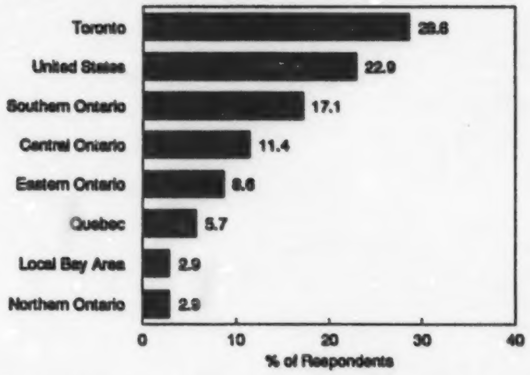
2.0 VISITOR PROFILE

2.1 Visitor Origin and Means of Travel to Honey Harbour

Mainland visitors show a markedly different visitor origin than overnight visitors. While the majority of mainland visitors came from Toronto, a significant percentage came from the United States (23%). Eleven percent of mainland respondents came from Central Ontario, compared to 40% for overnight visitors. Eastern Ontario and Quebec had surprisingly high proportions.

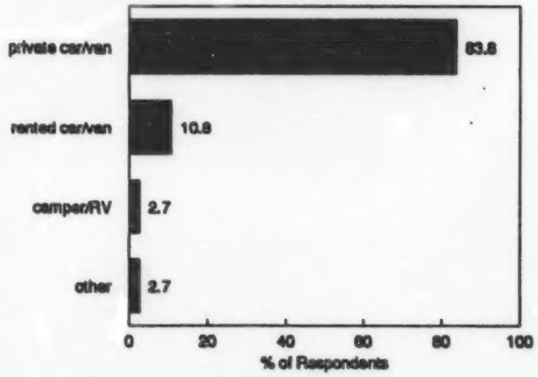
These results suggest that visitors who stop at the mainland office are more typical 'tourists', who travel from relatively further distances than the overnight visitors.

Figure 2.1: Visitor Origin



Almost all mainland visitors travel to Honey Harbour by private car or van. A small minority use a rented car or van. None of the mainland visitors came by boat.

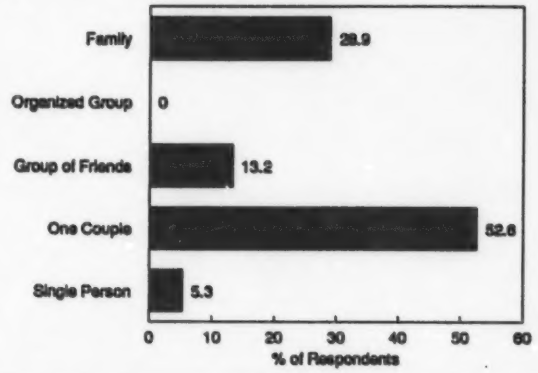
Figure 2.2: How did you travel to Honey Harbour



2.2 Group Type and Group Size

More than half of all mainland visitors were couples, followed by families at 30%. This contrasts sharply with the overnight visitors, where almost half were families. There were no organized groups among the mainland visitors.

Figure 2.3: Group Type



The average group size was 2.8 people, with 61% of all groups made up of 1-2 people. This small groups size is explained by the previous graph, where it was found that couples are the most frequent group type to visit the mainland office.

Figure 2.4: Number of People in Group

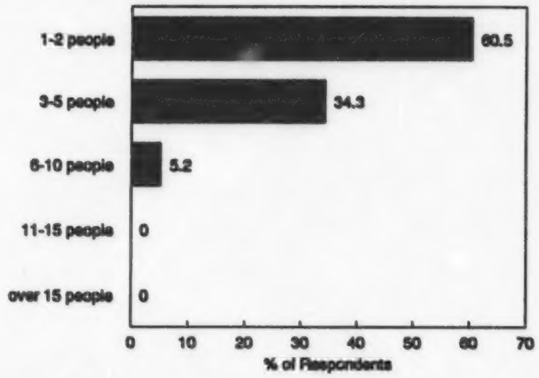


Table 2.1 shows the age and sex breakdown of the mainland visitors. The 106 respondents who answered the question were split equally between males and females, again a reflection of the predominance of couples.

Table 2.1: Visitor Group Composition

Age Group	Male	Female	Total	Percent
< 12 years	11	8	19	17.92
12-17 years	4	4	8	7.55
18-24 years	2	5	7	6.60
25-35 years	16	17	33	31.13
36-49 years	16	14	30	28.30
50-64 years	3	3	6	5.66
> 64 years	1	2	3	2.83
Total	53	53	106	99.99

3.0 TRIP PROFILE

3.1 Introduction

The survey questionnaire asked respondents to distinguish between their 'trip' and their 'visit'. A trip referred to their total trip away from home, which may have involved only one stop, or a series of stops to different areas. A visit referred to the specific stop at the Park office in Honey Harbour. This chapter covers the information gathered about the visitor trip.

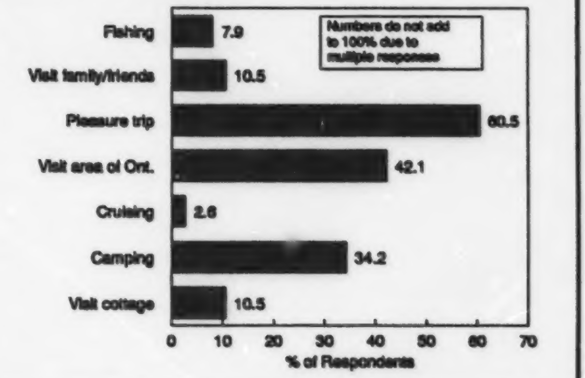
3.2 Trip Purpose

Question 5 of the survey asked respondents to choose their trip purpose from the list given in Figure 3.1. Respondents could choose more than one answer.

Pleasure trip was the most popular trip purpose (61%), followed by visit this area of Ontario (42%). Camping was a surprisingly popular trip purpose, at 34%. The 2.6% for cruising represents only 1 mainland visitor, in contrast to 64% of overnight visitors who picked cruising their trip purpose.

This question contained an option to fill in another choice for trip purpose. In this case, one person chose canoeing and one person chose hiking as their purpose.

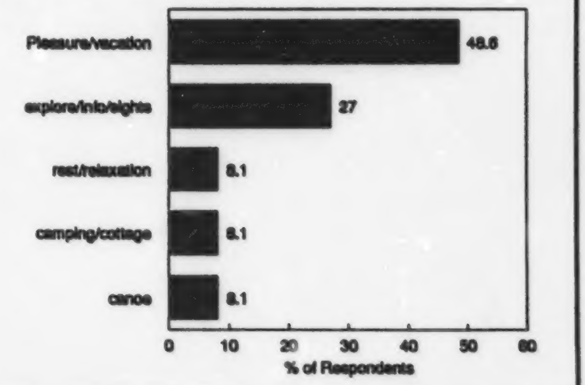
Figure 3.1: Trip Purpose (multiple)



When asked to choose their *main* purpose of the trip, pleasure/vacation was the favourite at 48%, followed by explore/info/sights at 27%. This latter category suggests more of the typical tourist, probably in the area for the first time, and trying to see all the new sights.

Canoeing was an unexpected choice from 8.1% of mainland visitors.

Figure 3.2: Main Trip Purpose



3.2 Length of Stay (on Trip and in Local Area)

Table 3.1 shows that visitor trips averaged about 6 days in length with most day users staying 2 days. The length of stay in the local area was 3.5 days, with most day users staying 1 day. This short stay in the local area is to be expected from day users.

Table 3.1: Statistics on Length of Stay

	# of Nights Spent Away From Home	# of Nights Spent in Local Area
# of Respondents	68	62
Mean	5.6	3.5
Mode	2	1
Range	1 - 30	1 - 20

Figure 3.3 shows the type of overnight accommodation visitors used while in Honey Harbour. The large majority (31%) did not stay overnight in Honey Harbour. In total, 27% stayed in campgrounds, while 14% stayed at a hotel/motel.

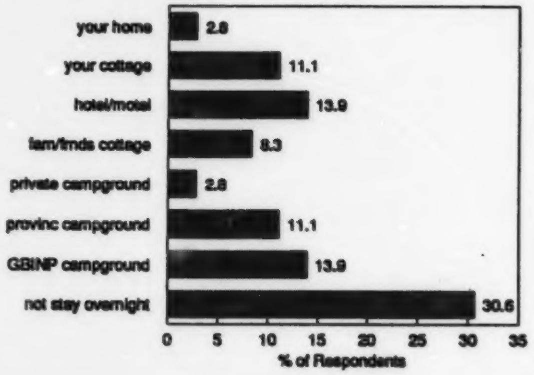


Figure 3.3: Type of Accommodation at HH

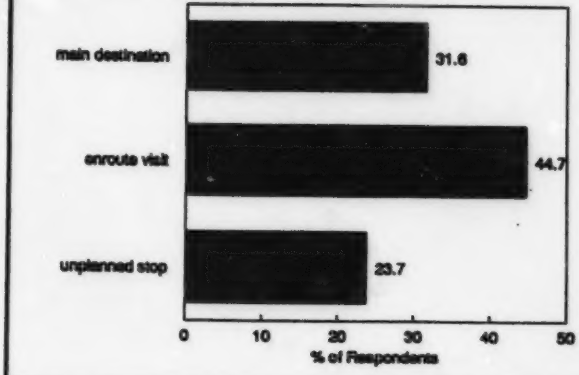
4.0 PARK VISIT PROFILE

4.1 Planning of Trip

Respondents were asked to pick their type of trip from three choices: main destination; enroute visit, or unplanned stop.

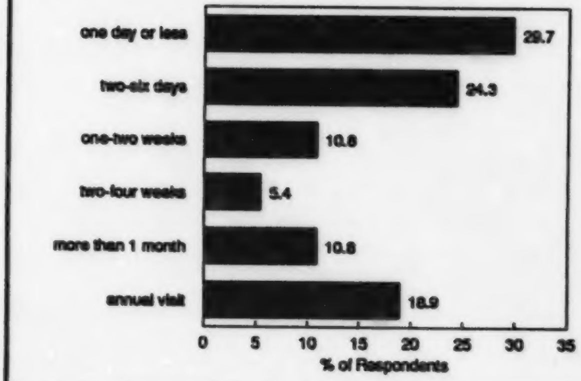
For the majority of mainland respondents (45%), GBINP was an enroute visit. Thirty-two percent said that the Park was the main destination, while 24% said it was an unplanned stop. This contrasts with the overnight visitors, where GBINP was the main destination for the majority, and very few said the Park was an unplanned stop.

Figure 4.1: Type of Visit to GBINP



In terms of the amount of planning before their visit to GBINP, most mainland visitors spend very little time planning. However, for over 19%, the trip is an annual visit. This annual visit group probably have cottages in the area or stay with family and friends.

Figure 4.2: Amount of Planning before Visit



4.2 Previous Knowledge of Park

Respondents were asked how many in their party were aware that the Park office in Honey Harbour they visited was part of GBINP prior to their visit. Table 4.1 shows that, in the typical mainland visitor party, no one was aware that the Park office is part GBINP. This identity problem is more pronounced than for overnight visitors, probably because the mainland office is so detached from its Park facilities.

Table 4.1 : Number in Party Aware Park Office was Part of GBINP

	Group Size						
	1	2	3	4	5	6	7
Number of Groups (total)	2	21	5	6	2	1	1
Number of Groups where no one in party was aware that Park office was part of GBINP	1	10	5	6	2	1	1
Number of Groups where everyone in party was aware that Park office was part of GBINP	1	7	0	1	0	0	0

Figure 4.3 shows the number of groups where at least one member of the party was aware that GBINP was composed almost entirely of islands. This question is a key one for the mainland survey, because many visitors come to the Park office expecting to visit the actual Park site, only to find that they need marine transportation to do so. The numbers show that, for the most part, mainland visitors are aware that the Park is island-based. However, considering the inconvenience encountered by those who find out about this only at the Park office, the 24% of respondents who were not aware, and the 13% who were not sure, should be a major concern to the Park staff for future planning.

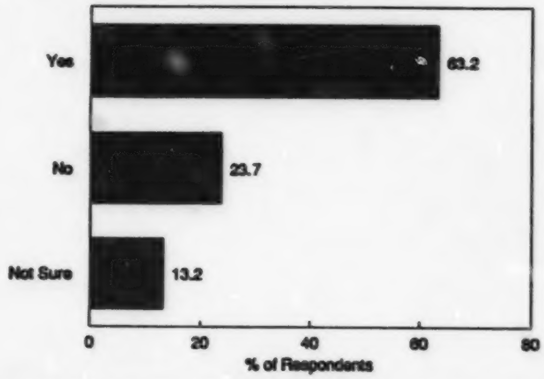


Figure 4.3: Aware GBINP composed of islands?

4.3 How Visitors First Learned of GBINP

Most of the mainland visitors first learned of the Park through maps or navigation charts (40%). Information sources had a low effectiveness in promoting the Park, similar to the results found for overnight visitors.

The tables below show the expanded answers to this question.

Figure 4.4: How first learned about GBINP

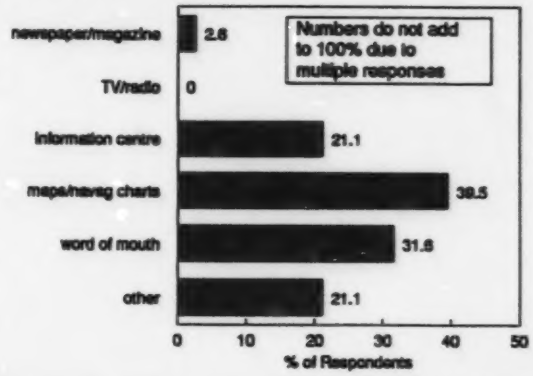


Table 4.2: Word of Mouth (from who)

family	4
friend	8

Table 4.3: Which Information Centre

Sarnia	3
Honey Harbour	1
Barrie	1

Table 4.4: Which Other

when arrived	2
travel books/CAA/AAA	2
National Parks info	1
always knew	1
school project	1
library	1

4.4 Reasons Why Visitors Stopped at Park Office in Honey Harbour

Table 4.5 shows that the major reason for stopping at the Park office in Honey Harbour is to obtain information. This is not surprising, since this is the main role of the office in terms of their service to visitors. All the other reasons are secondary to this one.

Table 4.5: Reasons for stopping at Park Office

Reason	most imprnt	2nd imprnt	3rd imprnt	TOTAL
information available	30	1	1	32
water taxi/access	0	5	0	5
nice scenery	3	0	0	3
new place/suggest.	2	0	0	2
national park	1	0	0	1
register complaint	1	0	0	1
Cd Spring programs	1	0	0	1
quiet/clean	0	1	0	1
conven loc/close	0	1	0	1
facil/amen on island	0	1	0	1
secure transportation	0	1	0	1
beaches	0	0	1	1
TOTAL	38	10	2	

4.5 Experience Wanted from Park Visit

Table 4.6: Experience Wanted From Park Visit

Experience Wanted Category	% of respondents				
	very important	important	neutral	not important	not at all important
quiet	48.5	36.4	15.2	0.0	0.0
space	51.6	35.5	12.9	0.0	0.0
solitude	32.3	38.7	25.8	3.2	0.0
with family/friends	24.1	13.8	20.7	17.2	24.1
meet new people	3.3	6.7	36.7	10.0	43.3
opportunity to learn	28.1	40.6	21.9	0.0	9.4
setting of Park	51.6	38.7	6.5	0.0	3.2
nature appreciation	64.7	32.4	2.9	0.0	0.0
activities	9.7	35.5	35.5	6.5	12.9
Park services	16.1	38.7	32.3	6.5	6.5
services from others	10.0	20.0	40.0	0.0	30.0

Table 4.5 list the experience wanted from the trip to the Park by mainland visitors. However, in Table 4.1, it was shown that many mainland visitors were not aware that they were even visiting a National Park until they found out at the office. Thus, previous expectations about the Park visit are not relevant for many of the mainland visitors. Table 4.5 should be read to ascertain only very general patterns.

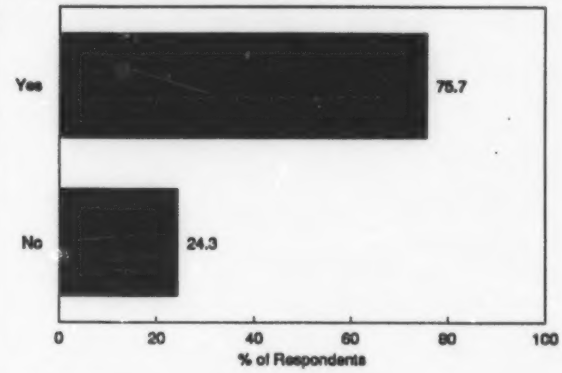
The two main patterns that emerge from the figures are that mainland visitors are interested in more of the natural setting of the park, including nature appreciation, and quiet and solitude. They are less interested in the more social aspects, such as meeting new people, or being with family and friends.

5.0 PARK USE PROFILE

5.1 Year of First Visit to Park

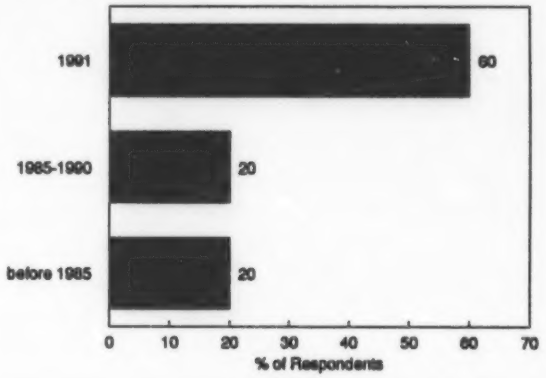
The majority of the mainland respondents (77%) were first time visitors to the Park. This is in keeping with their profile as 'tourists' who come to Park office seeking information because they are new to the area. It contrasts sharply with the overnight visitors, where only 16% were first visited the Park in 1991.

Figure 5.1: Is this first time you Visit Park?



Most of the mainland respondents visited the Park for the first time in 1991, with the others split equally between '1985-1990' and 'before 1985.

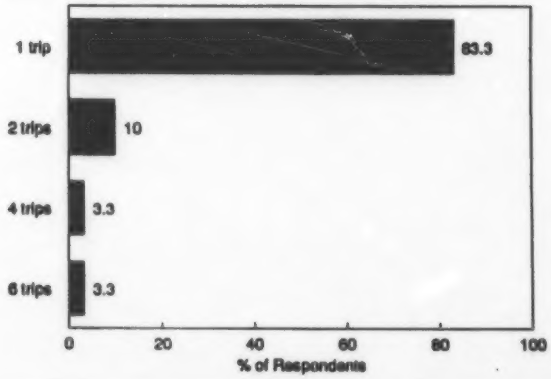
Figure 5.2: What year first visit GBINP



Virtually all of the mainland respondents plan to visit the Park only once this year. None of the respondents plan to visit more than 6 times. This is the direct opposite of the overnight visitors, who visit the Park an average of 12 times per summer.

These numbers are all consistent with the idea of the mainland visitor as a tourist interested in gathering information about the area.

Figure 5.3: Number of trips to Park this year



6.0 PARK SERVICES AND FACILITIES

6.1 Level of Satisfaction

Table 6.1: Satisfaction with Park Facilities and Services

Category	% of respondents				
	very satisfied	satisfied	neutral	not satisfied	not use/ not notice
information on Park	20.6	47.1	20.6	8.8	2.9
information on facilities in area	15.2	21.2	27.3	15.2	21.2
information on other parks in area	9.4	9.4	25.0	12.5	43.7
level of service given by staff	47.1	29.4	14.7	5.9	2.9

Mainland visitors were were very impressed by the Park staff, with almost half saying they were very satisfied with the level of service given. In this case, a very small minority were dissatisfied with the service.

Respondents were generally satisfied with the level of service for information on GBINP, but were dissatisfied with information on other parks in the area.

6.2 Desirability of Park Services and Facilities

Table 6.2: Desirability of Park Facilities and Services

Category	% of respondents				
	very desirable	desirable	desirable	not very desirable	not at all desirable
parking	66.7	6.1	21.2	6.1	0.0
picnic area	32.3	19.4	22.6	19.4	6.5
washrooms	69.7	3.0	24.2	3.0	0.0
campsite reservation system	38.7	12.9	32.3	9.7	6.5
AV presentations about Park	18.8	15.6	43.7	12.5	9.4
displays or exhibits about Park	28.1	18.8	43.7	9.4	0.0
written material about Park	50.0	18.8	28.1	3.1	0.0

Mainland users expressed strong demand for parking, washrooms, and written material about the Park. Chapter 9 of this section echoes these sentiments. Campsite reservation systems and picnic areas were seen as moderate needs by respondents. Less desirable services were AV presentations about Park and displays and exhibits about Park.

6.3 Factors Detracting from Visit

Table 6.3 examines what is probably the most important issue concerning the mainland visitors. Respondents were asked how much four issues detracted from their visit. Each of these issues deal in some way with the fact that the Park office is not directly connected to the main portion of the Park.

The expense of the water taxi was a major problem for mainland visitors. Sixty-two percent said that the expense detracted a lot from their visit. Only 24% were not bothered by the expense of the water taxi. Lack of pre-trip information was another major problem for 35% of respondents.

Table 6.3 : Factors Detracting From Visit

Category	A Lot	A Little	Not at All
expense of water taxi	61.8	14.7	23.5
not being able to reserve a site	11.5	19.2	69.2
lack of facilities on mainland	18.5	22.2	59.3
lack of pre-trip information	34.5	17.2	48.3

The issues of not being able to reserve a site and lack of facilities on mainland were seen as problems, but not on the same scale as the other two. However, they are still significant, and should not be overlooked when solutions to mainland visitor problems are being examined.

This question also left a large area open for respondents to elaborate on their concerns. Again, the water taxi expense was a contentious issue. Eleven of the 38 respondents chose to comment on this problem. Of these, 5 could be classified as 'extremely mad' about the situation. The main complaint stemmed from the fact that the cost of spending a few hours on the island was astronomical, and that this fact should be made more clear.

Respondents mentioned that National Park brochures did not mention the water taxi on any of their publications.

Table 6.4 : Comments on Factors Detracting from Visit

Category	# of Respondents
expense of water taxi, especially for those only wanting to spend 2-3 hours on the island.	11
pre-trip information was hard to find; brochures did not mention private (expensive) water taxi; did not make situation clear	2
National Park should be accessible to all	2
Total Mainland Respondents	38

Since this problem seems to cause many visitors a lot of anger and inconvenience, the Park should take steps to lessen the problem. If affordable transportation to the island cannot be arranged, perhaps the Park could go out of their way to inform potential visitors of the unique situation at the Park. For instance, brochures and pamphlets could be revised to highlight this fact. Because many learn of the Park through maps, perhaps a small note could be inserted on Provincial maps saying that access to the Park is by boat only. Taking steps to inform visitors of the problems before they reach the Park may help alleviate some of the inconvenience to visitors.

7.0 SHUTTLE BUS AND PARKING

Mainland visitors were asked how frequently they would like to see a shuttle bus operate between the mainland Park office and the island sites, if such a service became available. The preferred frequencies were every 1, 2 or 4 hours. Surprisingly, no one picked the more convenient frequencies of 15 or 30 minutes, but this was probably because the question made them aware that increased frequencies would mean increased costs.

Table 7.1 : Preferred Frequency of Boat Shuttle

Frequency	% of Respondents
every 15 minutes	0.0
every 30 minutes	0.0
every 45 minutes	6.2
every 1 hour	31.3
every 2 hours	31.3
every 3 hours	3.1
every 4 hours	25.0
every 6 hours	3.1
every 8 hours	0.0

Table 7.2 : Preferred Costs for Boat Shuttle and Reservation System

A scheduled shuttle bus to sites in the Park (10 am, 2 pm, 5pm)	Dollar Amount Respondent would be willing to spend				
	$ 10	$ 20	$ 30	$ 40	$ 50
	% of respondents				
without a reservation system	48.0	44.0	4.0	0.0	4.0
with a reservation system:					
for the shuttle	50.0	13.6	27.3	9.1	0.0
for the sites	68.4	31.6	0.0	0.0	0.0
for both	22.7	22.7	31.8	13.6	9.1

Mainland respondents would be willing spend either $10 or $20 for a shuttle bus service without a reservation system. A small percentage would spend $40. The current water taxi fee is close to $30, which is beyond what most respondents are willing to pay.

Respondents would be willing to pay slightly more for a shuttle bus with a reservation system. Most would still pay only $10, but 27% would spend $30. A reservation system for the sites would not be popular unless the charges were $10 or less. Respondents would be willing to spend quite a bit more for a reservation system involving both the shuttle and the sites. In fact, the majority would spend $30, while 14% would spend $40.

Table 7.3 : Preferred Costs for Daily Parking Fees

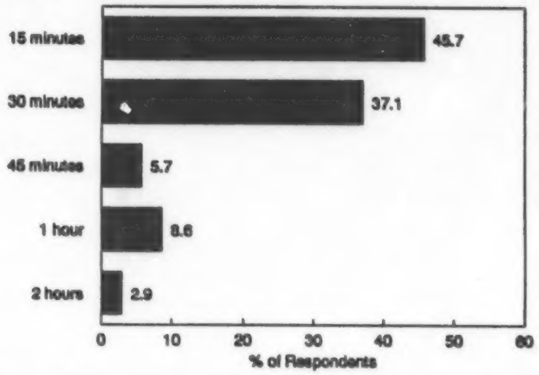
Daily Parking Fees (24 hours)	Dollar Amount Respondent would be willing to spend				
	$ 5	$ 7.50	$ 10	$ 12.50	$ 15
	% of respondents				
for a car	89.6	10.3	0.0	0.0	0.0
for an RV	0.0	36.4	63.6	0.0	0.0

Most respondents would be willing to pay only $5 for a 24 hour parking spot on the mainland. Current parking costs are closer to $10. Respondents would be willing to pay more for a recreational vehicle spot, with 64% saying they would pay $10.

8.0 PARK PROGRAMS

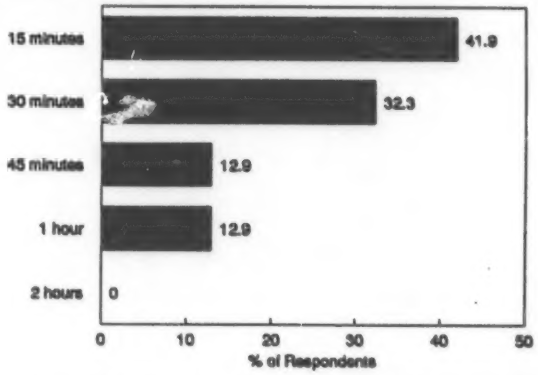
Figure 8.1 shows the amount of time mainland visitors would be willing to spend waiting for a Park program at the office to begin. These figures reveal that most visitors would wait only a short period of time; the majority (46%) would wait only 15 minutes. This short waiting time show that park programs do not seem to be a very popular attraction for mainland visitors. Again, many visit as 'tourists', stopping by the office only to gather information. They majority would probably not anticipate that the office would offer an programs.

Figure 8.1: Time spend: waiting for program to begin



Respondents would also not spend a lot of time particpating in Park programs. The majority (42%) would spend only 15 minutes. A small minority would spend 45 minutes or more.

Figure 8.2: Time spend: participating in program



9.0 VISITOR COMMENTS

The final question of the survey asked mainland respondents how their trip to the mainland office could be improved. Table 9.1 lists their suggestions.

The most frequent suggestion was to improve the quality and quantity of information and displays at the office. Respondents seemed to feel there was not much to look at in the office.

Respondents also felt that the Park office was hard to find, and some simply stumbled upon it. They would like some signage directing them to the Park office, especially from the main road.

The visitor area was described as being small and cramped by 2 of the respondents. Picnic tables and public washrooms were cited as possible improvements.

Respondents were very happy with the Park staff, and 2 took the time to complement them.

Comments regarding the water taxi and parking expense were grouped together in Chapter 6 of this Section.

From these suggestions, it seems that respondents expected more from their visit to the Park office. The impression many were left with was that the office was a small area where you could pick up a few brochures.

Table 9.1 : How could visit be improved?

Category	# of Respondents
displays and information at office could be improved (more, better larger)	4
better signage to direct visitors towards Park office	3
visitor area in office is too cramped	2
office could use a picnic table or place to sit outside	2
there should be public boat docking at the office site	2
the office site should have more shoreline; visitors should be able to look out to Bay	2
public washrooms	2
camping should be available on mainland	2
staff was excellent	2
reservation system	1